

Freeform Search

Database:	US Pre-Grant Publication Full-Text Database
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Term: attraction ADJ model

Display: 10 Documents in Display Format: - Starting with Number 1

Generate: ☐ Hit List ☒ Hit Count ☐ Side by Side ☐ Image

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DATE: Tuesday, January 11, 2005 [Printable Copy](#) [Create Case](#)

Set Name Query
side by side

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result set

DB=PGPB,USPT,USOC; PLUR=YES; OP=OR

L4 attraction ADJ model

10

L4

DB=EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR

L3 attraction ADJ model

1

L3

L2 multiplicative ADJ model

1

L2

DB=PGPB,USPT,USOC; PLUR=YES; OP=OR

L1 multiplicative ADJ model

50

L1

Searched through,
HWIC & DATE

END OF SEARCH HISTORY

NDR

1/11/2005

Freeform Search

Database:	US Pre-Grant Publication Full-Text Database
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Term:

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<u>Set</u> <u>Name</u>	<u>Query</u>	<u>Hit</u> <u>Count</u>	<u>Set</u> <u>Name</u> result set
side by side			
	DB=EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR		
<u>L9</u>	L8 and L7	5	<u>L9</u>
<u>L8</u>	(evaluat\$4 or judg\$6 or assess\$5) SAME (ad or adverti\$7 or promot\$4 or campaign)	2908	<u>L8</u>
<u>L7</u>	model\$3 SAME market	382	<u>L7</u>
	DB=PGPB,USPT,USOC; PLUR=YES; OP=OR		
<u>L6</u>	L3 and L4	288	<u>L6</u>
<u>L5</u>	L3 SAME L4	39	<u>L5</u>
<u>L4</u>	(evaluat\$4 or judg\$6 or assess\$5) SAME (ad or adverti\$7 or promot\$4 or campaign)	26489	<u>L4</u>
<u>L3</u>	model\$3 SAME market	7480	<u>L3</u>
	DB=PGPB,USPT; PLUR=YES; OP=OR		
<u>L2</u>	(705/10.ccls. or 705/14.ccls.) and @PD>20050108	4	<u>L2</u>
<u>L1</u>	(705/10.ccls. or 705/14.ccls.) and @PD>20040108	878	<u>L1</u>

searched through HWZ & DATE

END OF SEARCH HISTORY

NDK

1/11/2005

File 477:Irish Times 1999-2005/Jan 11
 (c) 2005 Irish Times
 File 710:Times/Sun.Times(London) Jun 1988-2005/Jan 10
 (c) 2005 Times Newspapers
 File 711:Independent(London) Sep 1988-2005/Jan 11
 (c) 2005 Newspaper Publ. PLC
 File 756:Daily/Sunday Telegraph 2000-2005/Jan 11
 (c) 2005 Telegraph Group
 File 757:Mirror Publications/Independent Newspapers 2000-2005/Jan 11
 (c) 2005
 File 387:The Denver Post 1994-2005/Jan 07
 (c) 2005 Denver Post
 File 471:New York Times Fulltext 19802005/Jan 11
 (c) 2005 The New York Times
 File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
 (c) 2002 Phoenix Newspapers
 File 494:St LouisPost-Dispatch 1988-2005/Jan 10
 (c) 2005 St Louis Post-Dispatch
 File 498:Detroit Free Press 1987-2005/Jan 06
 (c) 2005 Detroit Free Press Inc.
 File 631:Boston Globe 1980-2005/Jan 09
 (c) 2005 Boston Globe
 File 633:Phil.Inquirer 1983-2005/Jan 08
 (c) 2005 Philadelphia Newspapers Inc
 File 638:Newsday/New York Newsday 1987-2005/Jan 09
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 File 640:San Francisco Chronicle 1988-2005/Jan 11
 (c) 2005 Chronicle Publ. Co.
 File 641:Rocky Mountain News Jun 1989-2005/Jan 11
 (c) 2005 Scripps Howard News
 File 702:Miami Herald 1983-2005/Jan 09
 (c) 2005 The Miami Herald Publishing Co.
 File 703:USA Today 1989-2005/Jan 10
 (c) 2005 USA Today
 File 704:(Portland)The Oregonian 1989-2005/Jan 09
 (c) 2005 The Oregonian
 File 713:Atlanta J/Const. 1989-2005/Jan 09
 (c) 2005 Atlanta Newspapers
 File 714:(Baltimore) The Sun 1990-2005/Jan 11
 (c) 2005 Baltimore Sun
 File 715:Christian Sci.Mon. 1989-2005/Jan 11
 (c) 2005 Christian Science Monitor
 File 725:(Cleveland)Plain Dealer Aug 1991-2005/Jan 10
 (c) 2005 The Plain Dealer
 File 735:St. Petersburg Times 1989- 2005/Jan 09
 (c) 2005 St. Petersburg Times

Set	Items	Description
S1	1228	(MULTIPLICATIVE(W)(MODEL OR MODELS)) AND PY<2001
S2	1033	RD (unique items)
S3	140	(ATTRACTION(W)(MODEL OR MODELS)) AND PY<2001
S4	110	RD (unique items)
S5	5	S4 AND S2

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?show files; ds

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File 636:Gale Group Newsletter DB(TM) 1987-2005/Jan 11
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File 634:San Jose Mercury Jun 1985-2004/Dec 31
(c) 2005 San Jose Mercury News

File 148:Gale Group Trade & Industry DB 1976-2005/Jan 11
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File 20:Dialog Global Reporter 1997-2005/Jan 11
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File 474:New York Times Abs 1969-2005/Jan 10
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(c) 2004 The HW Wilson Co.

File 256:TecInfoSource 82-2004/Dec
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File 47:Gale Group Magazine DB(TM) 1959-2005/Jan 11
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File 570:Gale Group MARS(R) 1984-2005/Jan 11
(c) 2005 The Gale Group

File 635:Business Dateline(R) 1985-2005/Jan 11
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File 7:Social SciSearch(R) 1972-2005/Jan W1
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(c) 2005 Elsevier Eng. Info. Inc.

File 34:SciSearch(R) Cited Ref Sci 1990-2005/Jan W1
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File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec
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File 6:NTIS 1964-2005/Jan W1
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File 94:JICST-EPlus 1985-2005/Dec W1
(c)2005 Japan Science and Tech Corp(JST)

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File 347:JAPIO Nov 1976-2004/Aug(Updated 041203)
(c) 2004 JPO & JAPIO
File 348:EUROPEAN PATENTS 1978-2004/Dec W03.
(c) 2004 European Patent Office
File 349:PCT FULLTEXT 1979-2002/UB=20041230,UT=20041223
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File 350:Derwent WPIX 1963-2004/UD,UM &UP=200482
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File 371:French Patents 1961-2002/BOPI 200209
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File 120:U.S. Copyrights 1978-2004/Dec 28
(c) format only 2004 The Dialog Corp.
File 426:LCMARC-Books 1968-2004/Jan W1
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(c) 2004 J. Whitaker & Sons Ltd.
File 483:Newspaper Abs Daily 1986-2004/Dec 31
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File 20:Dialog Global Reporter 1997-2005/Jan 03
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File 636:Gale Group Newsletter DB(TM) 1987-2005/Jan 04
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File 810:Business Wire 1986-1999/Feb 28
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 File 75:TGG Management Contents(R) 86-2004/Dec W1
 (c) 2004 The Gale Group
 File 990:NewsRoom Current Sep 1 -2005/Jan 03
 (c) 2005 The Dialog Corporation

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S4	3	AU='BOYD, D'
S5	203	AU='BOYD, D.'
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S14	1	AU='SCHWARZ H.'
S15	5	AU='SCHWARZ HENRY':AU='SCHWARZ HENRY FREDERICK'
S16	622	AU='SCHWARZ, H.':AU='SCHWARZ, H. (EDITOR)'
S17	5	AU='SCHWARZ, H.F.'
S18	11	AU='SCHWARZ, HENRY':AU='SCHWARZ, HENRY FREDERICK, III'
S19	1	AU='SCHWARTZ HENRY'
S20	10	AU='SCHWARTZ, HENRY'
S21	1	AU='APPS P D R'
S22	2	AU='APPS PHILLIP D R C O MANUGISTICS ATLANTA INC':AU='APPS PHILLIP DAVID REGINALD'
S23	2	AU='APPS, P.'
S24	1	AU='APPS, PHILIP DAVID'
S25	1	AU='APPS, DAVID R., 1962-'
S26	6	AU='NANDIWADA R':AU='NANDIWADA RAVISHANKAR VENKATA'
S27	1	AU='NANDIWADA, RAVISHANKER VENKATA'
S28	3	AU='MONTEIRO B':AU='MONTEIRO B L'
S29	4	AU='MONTEIRO BRIAN':AU='MONTEIRO BRIAN LAWRENCE'
S30	1	AU='MONTEIRO, B.'
S31	2	AU='MONTEIRO, BRIAN LAWRENCE'
S32	9	AU='GUARDINO T':AU='GUARDINO THOMAS EDWARD'
S33	3	AU='GUARDINO, T.':AU='GUARDINO, T.E.'
S34	1	AU='GUARDINO, THOMAS E'
S35	2	AU='GUARDINO, THOMAS, 1953-':AU='GUARDINO, TOM, 1953-'
S36	1431	S1:S35
S37	508	S36 FROM 347,348,349,350,371
S38	14	IC=G06F-017?
S39	14	S37 AND S38
S40	174	HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (TRANSACTION OR MULTIPLICATIVE)() (DATA OR INFORMATION OR MODEL? - ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR - PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?
S41	6	S39 AND S40
S42	6	IDPAT (sorted in duplicate/non-duplicate order)
S43	3	IDPAT (primary/non-duplicate records only)
S44	923	S36 NOT S37
S45	110	S40 AND S44
S46	86	PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR M-

ONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR -
REDUC? OR HALF) () PRICE? ? OR MERCHANDI?ING

S47	6	S45 AND S46
S48	54	S44 AND S46
S49	6	S47 NOT PY>2000
S50	6	S49 NOT PD=20001116:20050228
S51	6	RD (unique items)
S52	9	S43 OR S51

52/3,K/2 (Item 2 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014687651 **Image available**
WPI Acc No: 2002-508355/200254
XRPX Acc No: N02-402322

Promotion pricing system for assessing a product promotional scheme, uses
a related model to generate promotion price evaluations and
recommendations

Patent Assignee: MANUGISTICS ATLANTA INC (MANU-N)

Inventor: APPS P D R ; BALEPUR P N ; BOYD D W ; GUARDINO T E ;

MONTEIRO B L ; NANDIWADA R V ; SCHWARZ H F

Number of Countries: 100 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200241219	A1	20020523	WO 2001US43100	A	20011115	200254 B
US 20020123930	A1	20020905	US 2000249057	P	20001115	200260
			US 2001987706	A	20011115	
AU 200219791	A	20020527	AU 200219791	A	20011115	200261
EP 1342199	A1	20030910	EP 2001996818	A	20011115	200367
			WO 2001US43100	A	20011115	

Priority Applications (No Type Date): US 2000249057 P 20001115; US
2001987706 A 20011115

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200241219	A1	E	66	G06F-017/60	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW

US 20020123930	A1			G06F-017/60	Provisional application US 2000249057
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AU 200219791	A			G06F-017/60	Based on patent WO 200241219
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EP 1342199	A1	E		G06F-017/60	Based on patent WO 200241219
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Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
LI LT LU LV MC MK NL PT RO SE SI TR

Inventor: APPS P D R ...

... BALEPUR P N ...

... BOYD D W ...

... GUARDINO T E ...

... MONTEIRO B L ...

... NANDIWADA R V ...

... SCHWARZ H F

Abstract (Basic):

... and categorizes products into product segments by similar
behavior, attributes or features (240). Promotion impacting factors
are determined (250) and a list of target and competing products is
produced (260), to...

... The pricing system, using its generated market model, is able to
automatically and accurately forecast the impact of promotions and
can determine best allocation of promotional expenditure...

International Patent Class (Main): G06F-017/60

52¹/₃,K/₃ (Item 3 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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013556467 **Image available**
WPI Acc No: 2001-040674/200105
XRPX Acc No: N01-030339

Target pricing system for obtaining optimum bid value for goods and services, has market response model which computes probability of obtaining optimum price value by designating product value as function of price

Patent Assignee: TALUS SOLUTIONS INC (TALU-N); MANUGISTIC ATLANTA INC (MANU-N)

Inventor: ANDERSON J; BOYD D; COOK G; COOKE M; GORDON M; GUARDINO T; HAAS S ; KOLAMALA A; KRISHNAMURTHY P; MONTEIRO B; NANDIWADA R ; PURANG M; TAI C C; YANG F; TAI C

Number of Countries: 090 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200052605	A1	20000908	WO 2000US5846	A	20000303	200105 B
AU 200036171	A	20000921	AU 200036171	A	20000303	200105
EP 1203311	A1	20020508	EP 2000914835	A	20000303	200238
			WO 2000US5846	A	20000303	
JP 2003525479	W	20030826	JP 2000602958	A	20000303	200357
			WO 2000US5846	A	20000303	

Priority Applications (No Type Date): US 2000178501 P 20000127; US 99122958 P 19990305; US 99123345 P 19990305

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200052605 A1 E 91 G06F-017/30

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200036171 A Based on patent WO 200052605

EP 1203311 A1 E G06F-017/30 Based on patent WO 200052605

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI

JP 2003525479 W 80 G06F-017/60 Based on patent WO 200052605

...Inventor: NANDIWADA R

52/AA,AN,AZ,TI/1 (Item 1 from file: 350)
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

015556241

WPI Acc No: 2003-618396/

Statistical market response modeling method for determining the probability of winning a prospective bid to perform services

Local Applications (No Type Date): WO 2003US3004 A 20030203; US 2002352878 P 20020201; US 2002358732 P 20020225; US 2003356717 A 20030203; AU 2003207784 A 20030203; EP 2003706021 A 20030203; WO 2003US3004 A 20030203
Priority Applications (No Type Date): US 2002358732 P 20020225; US 2002352878 P 20020201; US 2003356717 A 20030203

52/AA,AN,AZ,TI/2 (Item 2 from file: 350)
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

014687651

WPI Acc No: 2002-508355/

Promotion pricing system for assessing a product promotional scheme, uses a related model to generate promotion price evaluations and recommendations

Local Applications (No Type Date): WO 2001US43100 A 20011115; US 2000249057 P 20001115; US 2001987706 A 20011115; AU 200219791 A 20011115; EP 2001996818 A 20011115; WO 2001US43100 A 20011115
Priority Applications (No Type Date): US 2000249057 P 20001115; US 2001987706 A 20011115

52/AA,AN,AZ,TI/3 (Item 3 from file: 350)
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013556467

WPI Acc No: 2001-040674/

Target pricing system for obtaining optimum bid value for goods and services, has market response model which computes probability of obtaining optimum price value by designating product value as function of price

Local Applications (No Type Date): WO 2000US5846 A 20000303; AU 200036171 A 20000303; EP 2000914835 A 20000303; WO 2000US5846 A 20000303; JP 2000602958 A 20000303; WO 2000US5846 A 20000303
Priority Applications (No Type Date): US 2000178501 P 20000127; US 99122958 P 19990305; US 99123345 P 19990305

52/AA,AN,AZ,TI/4 (Item 1 from file: 2)
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts. reserv.

6785675 INSPEC Abstract Number: A2001-02-8280-016

Title: Generation and characterization of ionic and neutral (CH/sub 3/OBH)/sup +./ and (CH/sub 3/BOH)/sup +./ in the gas phase by tandem mass spectrometry

52/AA,AN,AZ,TI/5 (Item 2 from file: 2)
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts. reserv.

04388586 INSPEC Abstract Number: A9311-3120-001

Title: The NF/sub 2/H/sup +./ and NH/sub 2/F/sup +./ radical cations: conventional structures or ion-molecule complexes? A GAUSSIAN-1 study

52/AA,AN,AZ,TI/6 (Item 3 from file: 2)

DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.
reserv.

03990492 INSPEC Abstract Number: A91137667

Title: Generation and characterization of neutral and cationic
3-sila-cyclopropenylidene in the gas phase. Description of a new BEBE
tandem mass spectrometer

52/AA,AN,AZ,TI/7 (Item 4 from file: 2)

DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.
reserv.

02939597 INSPEC Abstract Number: A87100531

Title: On the mechanism of (C,H/sub 3/,O)/sup ./ loss from ionized methyl
acetate. An ab initio molecular orbital study

52/AA,AN,AZ,TI/8 (Item 5 from file: 2)

DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.
reserv.

02571578 INSPEC Abstract Number: A86007977

Title: An ab initio molecular orbital study on rearrangement/fragmentation
processes of isomeric CH/sub 3/N/sup +/.ions

52/AA,AN,AZ,TI/9 (Item 6 from file: 2)

DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.
reserv.

02538545 INSPEC Abstract Number: A85112621

Title: An SCF-MS-X/sub alpha / study of the bonding and nuclear quadrupole
coupling in boron trihalides

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File 347:JAPIO Nov 1976-2004/Aug(Updated 041203)

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File 350:Derwent WPIX 1963-2004/UD,UM &UP=200482

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File 371:French Patents 1961-2002/BOPI 200209

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Set	Items	Description
S1	1890255	COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR CONSUMER? ?
S2	701514	ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???
S3	1320649	HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (TRANSACTION OR MULTIPLICATIVE)() (DATA OR INFORMATION OR MODEL? - ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?
S4	684654	PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR MONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR REDUC? OR HALF) ()PRICE? ? OR MERCHANDISING
S5	1062640	PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INTENDED OR INTENTION
S6	11338	S1(3N)S2
S7	543	S3(10N)S6
S8	4277	S4(5N)S5
S9	0	S7(S)S8
S10	1	S7 AND S8
S11	810	S3(30N)S6
S12	7598	S4(10N)S5
S13	4	S11 AND S12
S14	30	S1(S)S2(S)S3(S)S4(S)S5
S15	305845	IC=G06F-017?
S16	11	S14 AND S15
S17	14	S13 OR S16
S18	14	IDPAT (sorted in duplicate/non-duplicate order)
S19	14	IDPAT (primary/non-duplicate records only)

19/3,K/5 (Item 5 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2004 Thomson Derwent. All rts. reserv.

014687651 **Image available**
WPI Acc No: 2002-508355/200254
XRPX Acc No: N02-402322

Promotion pricing system for assessing a product promotional scheme
, uses a related model to generate promotion price evaluations and
recommendations

Patent Assignee: MANUGISTICS ATLANTA INC (MANU-N)
Inventor: APPS P D R; BALEPUR P N; BOYD D W; GUARDINO T E; MONTEIRO B L;
NANDIWADA R V; SCHWARZ H F
Number of Countries: 100 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200241219	A1	20020523	WO 2001US43100	A	20011115	200254 B
US 20020123930	A1	20020905	US 2000249057	P	20001115	200260
			US 2001987706	A	20011115	
AU 200219791	A	20020527	AU 200219791	A	20011115	200261
EP 1342199	A1	20030910	EP 2001996818	A	20011115	200367
			WO 2001US43100	A	20011115	

Priority Applications (No Type Date): US 2000249057 P 20001115; US
2001987706 A 20011115

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200241219	A1	E	66	G06F-017/60	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW

US 20020123930	A1			G06F-017/60	Provisional application US 2000249057
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AU 200219791	A			G06F-017/60	Based on patent WO 200241219
--------------	---	--	--	-------------	------------------------------

EP 1342199	A1	E		G06F-017/60	Based on patent WO 200241219
------------	----	---	--	-------------	------------------------------

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
LI LT LU LV MC MK NL PT RO SE SI TR

Promotion pricing system for assessing a product promotional scheme
, uses a related model to generate promotion price evaluations and
recommendations

Abstract (Basic):

... and categorizes products into product segments by similar
behavior, attributes or features (240). Promotion impacting factors
are determined (250) and a list of target and competing products is
produced (260), to contribute to the definition of a market model
created and evaluated by the promotion pricing system.

... For assessing a proposed promotion scheme .

...

...The pricing system, using its generated market model , is able to
automatically and accurately forecast the impact of promotions and
can determine best allocation of promotional expenditure

19/3,K/10 (Item 10 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2004 JPO & JAPIO. All rts. reserv.

07205697 **Image available**
INCENTIVE SETTING DEVICE AND SALES PROMOTION SUPPORT SYSTEM

PUB. NO.: 2002-074129 [JP 2002074129 A]
PUBLISHED: March 15, 2002 (20020315)
INVENTOR(s): SAKAMOTO TOSHIO
APPLICANT(s): DAINIPPON PRINTING CO LTD
APPL. NO.: 2000-258787 [JP 2000258787]
FILED: August 29, 2000 (20000829)

INTL CLASS: G06F-017/60

ABSTRACT

PROBLEM TO BE SOLVED: To provide a **sales promotion** support system which can set coupon **discount** rate based on the purchase **history** of an individual member and effectively gives an **incentive** to perform **sales promotion** to customers by issuing any among a coupon of individual correspondence, a coupon for sponsor company providing merchandise and a coupon by the **intention** of a store or combining the coupons in a balanced manner.

SOLUTION: This **sales promotion** support system is provided with a customer database 30 provided with the purchase **history** data of member customers, merchandise master data and customer master data, a customer segmenting means 15 for segmenting the member customers according to past purchase results, an **incentive** setting means 17 for setting an **incentive** while differentiating the **incentive** in each customer segment and **estimating sales promotion** expenses by the setting, and an individual correspondence coupon setting means 12 for **analyzing** a merchandise support rate in each customer and setting the coupon for merchandise whose **demand** is predicted as high to the customer as an **incentive**, and includes an **incentive** setting device 10 that can set what **discount** rate at which the merchandise **discount** coupon is given to each customer.

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19/3,K/11 (Item 11 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2004 JPO & JAPIO. All rts. reserv.

07205516 **Image available**
METHOD AND DEVICE FOR SUPPORTING SALE PROMOTION

PUB. NO.: 2002-073946 [JP 2002073946 A]
PUBLISHED: March 12, 2002 (20020312)
INVENTOR(s): IKEDA YASUHIRO
APPLICANT(s): IKEDA KEIEI DESIGN KENKYUSHO KK
APPL. NO.: 2000-259300 [JP 2000259300]
FILED: August 29, 2000 (20000829)

INTL CLASS: G06F-017/60 ; G06F-017/30

ABSTRACT

PROBLEM TO BE SOLVED: To provide a method and device for supporting **sales promotion** making it possible to maintain **retailing** by enabling detailed **sales promotion** suited for each individual customer.

SOLUTION: A certain **commercial** area is set and a list of target customers within the area including **future** customers is registered in a customer database 10. The shopping data of all the target customers are registered in a shopping **history** database 12, and the data registered in the customer database 10 and the shopping **history** database 12 are **analyzed** to segment the customers into some groups, with this segmentation data retained. A **plan** of **sales promotion** for promoting visits to stores is extracted according to the groups into which the customers...

19/3,K/14 (Item 14 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2004 JPO & JAPIO. All rts. reserv.

04159534 **Image available**
METHOD AND SYSTEM FOR SUPPORTING SALES PLANNING

PUB. NO.: 05-151234 [JP 5151234 A]
PUBLISHED: June 18, 1993 (19930618)
INVENTOR(s): NAKADA HIDEKI
TENMA TADASHI
MAEDA MIYUKI
KAGOSHIMA SHUNICHI
SUGIE HIROYUKI
APPLICANT(s): HITACHI LTD [000510] (A Japanese Company or Corporation), JP
(Japan)
APPL. NO.: 03-317640 [JP 91317640]
FILED: December 02, 1991 (19911202)
JOURNAL: Section: P, Section No. 1623, Vol. 17, No. 546, Pg. 95,
September 30, 1993 (19930930)

ABSTRACT

...CONSTITUTION: This system is provided with a sales **forecasting** function 11 for **forecasting** the number of items to be sold in a scheduled period and sales strengthening index calculating function 12 for utilizing knowledge (rules) relating to **sales analysis** provided by a **sales** expert and calculating the sales strengthening index (an index indicating the easiness of sales promotion...

... totally evaluating various sales result characteristics as a quantitative value expressing the easiness of sales **promotion**. Since a sales **plan** forecasted result display function 13 displays a sales forecasting result by an effective format for...

19/AN,AZ,TI/1 (Item 1 from file: 350)
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

016483924

Determination of cost reduction in procurement transaction involves
determining cost reduction value based on baseline reference, negotiated
procurement transaction, and actual procurement transaction data fields
Local Applications (No Type Date): US 2003373312 A 20030224
Priority Applications (No Type Date): US 2003373312 A 20030224

19/AN,AZ,TI/2 (Item 2 from file: 350)
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

016441832

Sales -rental-lease promotion system for cash register, analyses
individual service and usage details from each cash register along with
various factors to decide suitable transaction plan
Local Applications (No Type Date): JP 200368878 A 20030205
Priority Applications (No Type Date): JP 200368878 A 20030205

19/AN,AZ,TI/3 (Item 3 from file: 350)
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

015251089

Purchase transaction incentives provision method for steering retail
customers, involves providing incentive to customers to make purchase
based on stored transaction data and ID code of financial product
Local Applications (No Type Date): US 2001897901 A 20010705; WO 2002US19802
A 20020705; EP 2002746627 A 20020705; WO 2002US19802 A 20020705; AU
2002316334 A 20020705
Priority Applications (No Type Date): US 2001897901 A 20010705

19/AN,AZ,TI/4 (Item 4 from file: 350)
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

015012999

Method for transacting trade through real time video conference
Local Applications (No Type Date): KR 20011466 A 20010110
Priority Applications (No Type Date): KR 20011466 A 20010110

19/AN,AZ,TI/5 (Item 5 from file: 350)
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

014687651

Promotion pricing system for assessing a product promotional scheme
, uses a related model to generate promotion price evaluations and
recommendations
Local Applications (No Type Date): WO 2001US43100 A 20011115; US 2000249057
P 20001115; US 2001987706 A 20011115; AU 200219791 A 20011115; EP
2001996818 A 20011115; WO 2001US43100 A 20011115
Priority Applications (No Type Date): US 2000249057 P 20001115; US
2001987706 A 20011115

19/AN,AZ,TI/6 (Item 6 from file: 347)
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

08100724

METHOD FOR PROVIDING CRM (CUSTOMER RELATIONSHIP MANAGEMENT) SERVICE IN
ELECTRIC APPLIANCE

APPL. NO.: 2003-001492 [JP 20031492]

19/AN,AZ,TI/7 (Item 7 from file: 347)
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

07909087
NON-CONTACT IC CARD UTILIZING SYSTEM

APPL. NO.: 2002-178979 [JP 2002178979]

19/AN,AZ,TI/8 (Item 8 from file: 347)
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

07693273
ELECTRONIC SHOPPING SYSTEM

APPL. NO.: 2001-387908 [JP 2001387908]

19/AN,AZ,TI/9 (Item 9 from file: 347)
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

07391204
INSURANCE BUSINESS SUPPORTING SYSTEM, INSURANCE BUSINESS SUPPORTING METHOD,
AND RECORDING MEDIUM

APPL. NO.: 2001-058122 [JP 200158122]

19/AN,AZ,TI/10 (Item 10 from file: 347)
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

07205697
INCENTIVE SETTING DEVICE AND SALES PROMOTION SUPPORT SYSTEM

APPL. NO.: 2000-258787 [JP 2000258787]

19/AN,AZ,TI/11 (Item 11 from file: 347)
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

07205516
METHOD AND DEVICE FOR SUPPORTING SALE PROMOTION

APPL. NO.: 2000-259300 [JP 2000259300]

19/AN,AZ,TI/12 (Item 12 from file: 347)
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

06417835
PERSONAL MERCHANDISING SYSTEM

APPL. NO.: 10-168038 [JP 98168038]

19/AN,AZ,TI/13 (Item 13 from file: 347)
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

06411898
REAL-TIME COMMODITY ANALYSIS AND INDIVIDUAL INFORMATION PROVISION SYSTEM,
AND COUPON INFORMATION PROVISION SYSTEM

APPL. NO.: 10-160208 [JP 98160208]

19/AN,AZ,TI/14 (Item 14 from file: 347)
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

04159534
METHOD AND SYSTEM FOR SUPPORTING SALES PLANNING

APPL. NO.: 03-317640 [JP 91317640]

?show files;ds

File 348:EUROPEAN PATENTS 1978-2004/Dec W03

(c) 2004 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20041230,UT=20041223

(c) 2004 WIPO/Univentio

Set	Items	Description
S1	841707	COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR CONSUME- R? ?
S2	767905	ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???
S3	1291933	HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (T- RANSACTION OR MULTIPLICATIVE)() (DATA OR INFORMATION OR MODEL?- ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR - PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?
S4	573624	PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR M- ONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR - REDUC? OR HALF) ()PRICE? ? OR MERCHANDI?ING
S5	1214750	PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INT- ENDED OR INTENTION
S6	54422	S1(3N)S2
S7	2862	S3(10N)S6
S8	11832	S4(5N)S5
S9	39	S7(S)S8
S10	48387	IC=G06F-017?
S11	22	S9 AND S10
S12	22	IDPAT (sorted in duplicate/non-duplicate order)
S13	22	IDPAT (primary/non-duplicate records only)

13/3,K/3' (Item 3 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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01149030

MARKETING FORECASTING TOOL USING ECONOMETRIC MODELING
INSTRUMENT DE PREVISION DE MARKETING UTILISANT LA MODELISATION
ECONOMETRIQUE

Patent Applicant/Assignee:

ACCENTURE GLOBAL SERVICES GMBH, Geschäftshaus Herrenacker 15, CH-8200
Schaffhausen, CH, CH (Residence), CH (Nationality)

Inventor(s):

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LOEFFLER Christoph R, 510 East 5th Street, Apt. 11, New York, NY 10009,
US,

Legal Representative:

KELTIE David Arthur (et al) (agent), David Keltie Associates, Fleet Place
House, 2 Fleet Place, London EC4M 7ET, GB,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200470502 A2 20040819 (WO 0470502)
Application: WO 2004IB2069 20040130 (PCT/WO IB04002069)
Priority Application: US 2003443923 20030130

Designated States:

(All protection types applied unless otherwise stated - for applications
2004+)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM
DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO
RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE
SI SK TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) BW GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 2712

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... demand, retail-load adjustments, and shipments. The invention includes
a customized software tool that assists **businesses** to **analyze** the
impact of **marketing** activities on **future** sales by **forecasting**
consumer **demand**, retail-load adjustments, and shipments for a
particular product or service based upon past results...

...plan using econometric modeling. The tool applies dynamic regression, or
other econometric modeling techniques to **analyze historical**
marketing spend data and **historical** sales data to calculate the
quantifiable impact of each marketing element on consumer demand and
retail load adjustments. The elements of the marketing **plan** may include
promotions, advertising, points of distribution, product changes, etc.
that may be offered to consumers. By forecasting...

...demand and shipments whereby a one (1) percent increase in spending on
promotions may increase **demand** for the product by twelve (12) percent.
Using what-if **analysis**, the **business** may decide how to shift more
dollars in the marketing **plan** to **promotional** spending from the other
marketing elements.

The marketing plan may be executed, step I IO...

13/3,K/4 (Item 4 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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01127283 **Image available**

CONFIGURABLE PRICING OPTIMIZATION SYSTEM
SYSTEME D'OPTIMISATION DES PRIX CONFIGURABLE

Patent Applicant/Assignee:

MANUGISTICS ATLANTA INC, 9715 Key West Avenue, Rockville, MD 20850, US,
US (Residence), US (Nationality)

Inventor(s):

COOKE Mark, Manugistics Atlanta, Inc., Overlook II, Suite 1000, 2839
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Legal Representative:

CROWSON Celine Jimenez (et al) (agent), Hogan & Hartson L.L.P., 555
Thirteenth Street, N.W., Washington, DC 20004, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200449125 A2-A3 20040610 (WO 0449125)

Application: WO 2003US37601 20031126 (PCT/WO US03037601)

Priority Application: US 2002428912 20021126

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM
DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PG PH PL PT RO RU
SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE
SI SK TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) BW GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 19139

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... promotion pricing system of the present invention enables the user to
determine the impact of **proposed promotions** before committing to the
promotion. Using **historical** data and statistically derived **market**
response **models**, the promotion pricing system tests promotional
scenarios and **forecasts** the results. The user can then determine how
much each **proposed promotion** will affect revenues, profits, and sales
volumes; how much each promotion will reduce on-hand...

...a user may employ the present invention to evaluate historical data to
determine a more **ideal promotional strategy** to accomplish various
business goals, such as increasing total sales volumes or increasing
sales in certain desired market segments. The **promotion** pricing system
functions to either **propose a promotional strategy** or to evaluate
the expected effect of a promotional policy provided by the user. The...

...market) and demanders (i.e., consumers). The promotion pricing system 1
00 then looks to **historical** market data to create a **market model**
which may be used to determine various information, such as profit or
sales maximizing conditions...

...guide the I O data analysis. For instance, the CM 700 may use either a
multiplicative model that measures **market** share or sales volumes.
Alternatively, the CM 700 may use an attraction model that measures...

...described below, the EM 800 uses the values for the dependent variables to access various **promotional planning schemes**. The operation of the CM 700 varies according to the model selected by the CSM...
...I C).

As can be seen from equations 1A-1C, the dependent variable in the **multiplicative model** is either **sales** volume or market share. The use of sales volume as the dependent variable raises concerns...

...instance, the sales volumes of many products are higher during the Christmas season regardless of **promotion schemes**. Furthermore, the elasticity in the multiplicative model is equal to P and is constant over
...

13/3,K/5 (Item 5 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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01075216 **Image available**

MARKDOWN MANAGEMENT

GESTION DE DEMARQUAGE

Patent Applicant/Assignee:

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Inventor(s):

WOO Jonathan W, 101 Monmouth Street #202, Brookline, MA 02446, US,

Legal Representative:

POWSNER David J (et al) (agent), Nutter, McClennen & Fish LLP, World
Trade Center West, 155 Seaport Boulevard, Boston, MA 02110-2604, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 2003105053 A1 20031218 (WO 03105053)

Application: WO 2003US17803 20030606 (PCT/WO US0317803)

Priority Application: US 2002165041 20020607

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ

EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PH PL PT RO RU SC SD SE

SG SK SL TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE
SI SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 4089

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... of claim 1 in which

2 using the maximum possible gross margin includes

3 analyzing **proposed markdown** scenarios to identify an optimal

4 scenario that approaches as closely as possible to the...

...using a relationship of new

7 sales rate to historical sales rate, historical price, and **historical**

8 inventory, the relationship not being dependent on a **model** of **sales**

9 **demand**,

1' 0 for subsequent weeks, repeating the selling price
1 1 determination and the unit...

13/3,K/6 (Item 6 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00971320 **Image available**

INTERFACE FOR MERCHANDISE PROMOTION OPTIMIZATION
INTERFACE D'OPTIMISATION POUR LA PROMOTION DE MARCHANDISES

Patent Applicant/Assignee:

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(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

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(Residence), US (Nationality), (Designated only for: US)

NEAL Michael, 2745 Lake Street, San Francisco, CA 94121, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

HUFFMAN James W (agent), Huffman Law Group, 1832 N. Cascade Avenue,
Colorado Springs, CO 80907, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200301321 A2-A3 20030103 (WO 0301321)

Application: WO 2002US14977 20020425 (PCT/WO US0214977)

Priority Application: US 2001849448 20010504

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 9591

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Claims

English Abstract

An apparatus and method are provided for determining an optimum
promotion plan for **merchandising** of products for sale. The apparatus
includes a scenario/results processor (233) than enables a user to
prescribe an optimization scenario, and that presents the optimum
promotion plan to the user, where the optimum **promotion plan** is
determined by execution of the optimization scenario, and where the
optimum **promotion plan** is determined based upon **estimated product**
demand and calculated activity based costs. The scenario/results
processor has an input/output processor (404...

...acquisition of the data and the distribution of the optimization results
in accordance with a **promotion plan** optimization procedure.

Detailed Description

... indicates that consumer demand for the product is very susceptible to
small price variations.

100071 **Demand models** are used by **product** category mangers as
stand-alone models, or as ...provided by the category manager for a
product or group of products and establishes an **promotion scheme** for
the product or group of products based partially upon the price

elasticity of the...with the products.

[00131 In one embodiment, an apparatus is provided for determining an optimum **promotion plan** for **merchandising** of products for sale. The apparatus includes a scenario/results processor that enables a user to prescribe an optimization scenario, and that presents the optimum **promotion plan** to the user, where the optimum **promotion plan** is determined by execution of the optimization scenario, and where the optimum **promotion plan** is determined

4

based upon **estimated product demand** and calculated activity based costs. The scenario/results processor has an input/output processor and ...acquisition of the data and the distribution of the optimization results in accordance with a **promotion plan** optimization procedure.

[00141 One aspect of the present invention features a method for providing an interface to an apparatus for optimizing a **promotion plan** for **merchandising** products. the method includes utilizing a computer-based scenario/results processor within an optimization server ...to a user, whereby the user specifies an optimization scenario, the optimization server optimizing the **promotion plan** according to **modeled market demand** for the products and calculated **demand** chain costs for the products; and generating a plurality of optimization results templates and providing...234 executes the optimization scenario that clients configure using the scenario/results processor 233. Using **estimated sales** and **market** share data provided by the **demand** engine 236, along with fixed and variable activity based costs calculated by the activity based...minimum turnover or minimum gross profit. Example options for figure of merit selection in a **promotion plan** optimization embodiment include net profit, volume, and revenue.
[00541 The results of an executed optimization...

Claim

1 An apparatus for determining an optimum **promotion plan** for **merchandising** of products for sale, comprising:
a scenario/results processor, configured to enable a user to prescribe an optimization scenario, and configured to present the optimum **promotion plan** to said user,
wherein the optimum **promotion plan** is determined by execution of said optimization scenario, and wherein the optimum **promotion plan** is determined based upon **estimated product demand** and calculated activity based costs, said
scenario/results processor comprising:
an input/output processor, configured...acquisition of said data and the distribution of said
optimization results in accordance with a **promotion plan** optimization procedure.

2 The apparatus as recited in claim 1, wherein said data is acquired...presented graphically.

18 A method for providing an interface to an apparatus for optimizing a **promotion plan** for **merchandising** products, comprising:
utilizing a computer-based ...to a user, whereby the user specifies an optimization scenario, the optimization server optimizing the **promotion plan** according to **modeled market demand** for the products and calculated
demand chain costs for the products; and
generating a plurality of optimization results templates and providing...

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00907112 **Image available**

PROMOTION PRICING SYSTEM AND METHOD

SYSTEME ET PROCEDE D'EVALUATION D'UN PRIX PROMOTIONNEL

Patent Applicant/Assignee:

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200241219 A1 20020523 (WO 0241219)

Application: WO 2001US43100 20011115 (PCT/WO US0143100)

Priority Application: US 2000249057 20001115

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 13839

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... promotion pricing system of the present invention enables the user to
determine the impact of **proposed promotions** before committing to the
promotion. Using **historical** data and statistically derived **market**
response models, the promotion pricing system tests promotional
scenarios and **forecasts** the results. The user can then determine how
much each **proposed promotion** will affect revenues, profits, and sales
volumes; how much each promotion will reduce on-hand...such as increasing
total sales volumes or increasing sales in certain desired market
segments.

The **promotion** pricing system functions to either **propose** a
promotional strategy or to evaluate the expected effect of a
promotional policy provided by the user. The...

...the market) and demanders (i.e., consumers). The promotion pricing
system 100 then looks to **historical** market data

to create a **market model** which may be used to determine various information, such as profit or sales maximizing sales...As can be seen from equations 1 A- 1 C, the dependant variable in the **multiplicative model** is either **sales volume** or **market share**. The use of sales volume as the dependent variable raises concerns...

...instance, the sales volumes of many products are higher during the Christmas season regardless of **promotion schemes**. Furthermore, the elasticity in the multiplicative model is equal to 0 and is constant over ...

Claim

1 . A method for evaluating a **promotion scheme** for a product, the method comprising the steps of.
creating a **model** of a **market** for the product;
collecting **historical transaction data** related to the **product** in the **market** ; **analyzing** the **historical data** and the **model** to determine a utility of the product without the **promotion scheme** ; and
estimating the change in utility of the product from the **promotion scheme** .

2 The method of claim 1, wherein the utility of the product is determined through...

...a driving factor in sales of the product;
determining a future change to the driving **factor** caused by the **promotion scheme** ;
during the **analyzing** step, correlating the **sales trends** of the product and **historical** changes in the driving **factor** ; and
estimating a future change in sales of the product by associating the future change...

...embodying a program of instructions executable by a machine to perform method steps creating a **model** of a **market** for the product; collecting **historical transaction data** related to the **product** in the **market** ; **analyzing** the **historical data** and the **model** to determine a utility of the product

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without the **promotion scheme** ; and estimating a change in utility of the product from the **promotion scheme** , whereby the method step of estimating uses either a multiplicative or an attraction model.

45

13/3,K/11 (Item 11 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00826131 **Image available**

MERCHANDISING AND MARKETING SYSTEMS AND PROCESSES

SYSTEMES ET PROCEDES DE COMMERCIALISATION ET DE MARKETING

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(Residence), CH (Nationality)

Inventor(s):

DOERR Thomas, 1800 Grant Street, Denver, CO 80203, US,

Legal Representative:

WEBB Glenn L (agent), PO Box 951, Conifer, CO 80433, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200159674 A1 20010816 (WO 0159674)
Application: WO 2001US4371 20010209 (PCT/WO US0104371)
Priority Application: US 2000181237 20000209

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5594

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... generation of business metrics,

17

such as automatic square inch calculations enhances efficient and powerful **business analysis**. The data **analysis** and decision support tools enable the users to examine **historical** and real-time sales data from prior and current **promotions**.

The innovative merchandise assortment **planning** tool speeds up the creating of promotions. These and the other tools and features discussed

...

13/3,K/18 (Item 18 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00781864

STRUCTURE AND METHOD OF MODELING INTEGRATED BUSINESS AND INFORMATION
TECHNOLOGY FRAMEWORKS AND ARCHITECTURE IN SUPPORT OF A BUSINESS

STRUCTURE ET PROCEDE DE MODELISATION D'AFFAIRES ET DE CADRES DE GESTION DE
L'INFORMATION INTEGRES, ET ARCHITECTURE DE SUPPORT D'AFFAIRES

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200114998 A2 20010301 (WO 0114998)

Application: WO 2000US22586 20000817 (PCT/WO US0022586)

Priority Application: US 99378514 19990820

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AU BR CA CN JP KR MX NZ

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Publication Language: English

Filing Language: English

Fulltext Word Count: 22490

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... Principles

Financial Strategy

Business Transformation Plan

Product Plan

Organization Plan

Financial Plan

Marketing Plan.

External factors , drivers

Industry trends and "best practices"

Market analysis

Competitive analysis

Performance gaps

Brand positioning and Identity

Advertising and Promotion

IT Plan

Business Context

Enterprise IT Architecture(s)

Technology Policies

Transition Plan

Dependencies.

Strategic Business Plan.

Business...

13/3,K/22 (Item 22 from file: 349)

DIALOG(R)File 349:PCT.FULLTEXT

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00496126 **Image available**

METHOD AND SYSTEM FOR COLLECTING AND PROCESSING MARKETING DATA

METHODE ET SYSTEME DE COLLECTE ET DE TRAITEMENT DE DONNEES DE

COMMERCIALISATION

Patent Applicant/Assignee:

RIORDAN John,

MOREHOUSE Bruce,

Inventor(s):

RIORDAN John,

MOREHOUSE Bruce,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9927478 A1 19990603

Application: WO 98US24893 19981118 (PCT/WO US9824893)

Priority Application: US 97977479 19971124

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH

GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW

MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW GH

GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES

FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN

TD TG

Publication Language: English

Fulltext Word Count: 5763

Main International Patent Class: G06F-017/60

Fulltext Availability:
Detailed Description

Detailed Description

... Invention

The invention relates to a system and method for collecting and processing marketing data.

Background of the Invention

Market research is an important **business** tool which permits manufacturers, retailers, financial institutions, and others to cost-effectively target their...

...sales

activities and efficiently reach potential customers. These organizations rely heavily on market data in **planning** new products, sales **strategies** and **promotions**, and when making a variety of other sales and marketing related business decisions.

In the...

13/AN,AZ,TI/1 (Item 1 from file: 348)
DIALOG(R)File 348:(c) 2004 European Patent Office. All rts. reserv.

01466724

Online order-placement and reception processing method and system
Verfahren und System zur online-Bestellungsaufgabe und Empfangsverarbeitung
Systeme et methode de traitement en ligne d'ordres de commande et de leur
reception

APPLICATION (CC, No, Date): EP 2002005471 020309;
PRIORITY (CC, No, Date): JP 200168441 010312

13/AN,AZ,TI/2 (Item 2 from file: 348)
DIALOG(R)File 348:(c) 2004 European Patent Office. All rts. reserv.

00831894

Decision support system for the management of an agile supply chain
System zur Entscheidungsunterstützung für das Management einer flinken
Versorgungskette
Systeme d'aide de decision pour la gestion d'une chaine de l'alimentation
agile

APPLICATION (CC, No, Date): EP 96202971 961024;
PRIORITY (CC, No, Date): US 5860 951026; US 8101 951030; US 12327 960227;
US 22787 960730

13/AN,AZ,TI/3 (Item 3 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

01149030

MARKETING FORECASTING TOOL USING ECONOMETRIC MODELING
INSTRUMENT DE PREVISION DE MARKETING UTILISANT LA MODELISATION
ECONOMETRIQUE

Application: WO 2004IB2069 20040130 (PCT/WO IB04002069)

13/AN,AZ,TI/4 (Item 4 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

01127283

CONFIGURABLE PRICING OPTIMIZATION SYSTEM
SYSTEME D'OPTIMISATION DES PRIX CONFIGURABLE

Application: WO 2003US37601 20031126 (PCT/WO US03037601)

13/AN,AZ,TI/5 (Item 5 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

01075216

MARKDOWN MANAGEMENT
GESTION DE DEMARQUAGE

Application: WO 2003US17803 20030606 (PCT/WO US0317803)

13/AN,AZ,TI/6 (Item 6 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00971320

INTERFACE FOR MERCHANDISE PROMOTION OPTIMIZATION
INTERFACE D'OPTIMISATION POUR LA PROMOTION DE MARCHANDISES

Application: WO 2002US14977 20020425 (PCT/WO US0214977)

13/AN,AZ,TI/7 (Item 7 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00943767
SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR A SUPPLY CHAIN MANAGEMENT
SYSTEME, PROCEDE ET PRODUIT PROGRAMME INFORMATIQUE CONCUS POUR UNE GESTION
DE CHAINE D'APPROVISIONNEMENT
Application: WO 2002US8287 20020319 (PCT/WO US02008287)

13/AN,AZ,TI/8 (Item 8 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00907112
PROMOTION PRICING SYSTEM AND METHOD
SYSTEME ET PROCEDE D'EVALUATION D'UN PRIX PROMOTIONNEL
Application: WO 2001US43100 20011115 (PCT/WO US0143100)

13/AN,AZ,TI/9 (Item 9 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00903169
SYSTEM AND METHOD FOR COLLABORATIVE ORDER FULFILLMENT
SYSTEME ET PROCEDE DE TRAITEMENT DE COMMANDE CONCERTEE
Application: WO 2001US50706 20011019 (PCT/WO US0150706)

13/AN,AZ,TI/10 (Item 10 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00834641
DISAGGREGATED DATABASES FOR TRACKING CONSUMER PURCHASING DATA
BASES DE DONNEES DISSOCIEES PERMETTANT DE SUIVRE LES DONNEES D'ACHAT D'UN
CONSOMMATEUR
Application: WO 2001US40207 20010301 (PCT/WO US0140207)

13/AN,AZ,TI/11 (Item 11 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00826131
MERCHANDISING AND MARKETING SYSTEMS AND PROCESSES
SYSTEMES ET PROCEDES DE COMMERCIALISATION ET DE MARKETING
Application: WO 2001US4371 20010209 (PCT/WO US0104371)

13/AN,AZ,TI/12 (Item 12 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00814145
A METHOD FOR EXECUTING A NETWORK-BASED CREDIT APPLICATION PROCESS
PROCEDE DE MISE EN OEUVRE D'UN PROCESSUS DE DEMANDE DE CREDIT EN RESEAU
Application: WO 2000US35216 20001222 (PCT/WO US0035216)

13/AN,AZ,TI/13 (Item 13 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00814140
A METHOD FOR A VIRTUAL TRADE FINANCIAL FRAMEWORK
PROCEDE DESTINE A UN SCHEMA FINANCIER DE COMMERCE VIRTUEL
Application: WO 2000US35429 20001222 (PCT/WO US0035429)

13/AN,AZ,TI/14 (Item 14 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00806392

TECHNOLOGY SHARING DURING ASSET MANAGEMENT AND ASSET TRACKING IN A
NETWORK-BASED SUPPLY CHAIN ENVIRONMENT AND METHOD THEREOF
PARTAGE TECHNOLOGIQUE LORS DE LA GESTION ET DU SUIVI DU PARC INFORMATIQUE
DANS UN ENVIRONNEMENT DU TYPE CHAINE D'APPROVISIONNEMENT RESEAUEE, ET
PROCEDE ASSOCIE

Application: WO 2000US32310 20001122 (PCT/WO US0032310)

13/AN,AZ,TI/15 (Item 15 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00806384

NETWORK AND LIFE CYCLE ASSET MANAGEMENT IN AN E-COMMERCE ENVIRONMENT AND
METHOD THEREOF
GESTION D'ACTIFS DURANT LE CYCLE DE VIE ET EN RESEAU DANS UN ENVIRONNEMENT
DE COMMERCE ELECTRONIQUE ET PROCEDE ASSOCIE

Application: WO 2000US32324 20001122 (PCT/WO US0032324)

13/AN,AZ,TI/16 (Item 16 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00806383

COLLABORATIVE CAPACITY PLANNING AND REVERSE INVENTORY MANAGEMENT DURING
DEMAND AND SUPPLY PLANNING IN A NETWORK-BASED SUPPLY CHAIN ENVIRONMENT
AND METHOD THEREOF
PLANIFICATION EN COLLABORATION DES CAPACITES ET GESTION ANTICIPEE DES
STOCKS LORS DE LA PLANIFICATION DE L'OFFRE ET DE LA DEMANDE DANS UN
ENVIRONNEMENT DE CHAINE D'APPROVISIONNEMENT FONDEE SUR LE RESEAU ET
PROCEDE ASSOCIE

Application: WO 2000US32309 20001122 (PCT/WO US0032309)

13/AN,AZ,TI/17 (Item 17 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00803948

METHOD OF AND SYSTEM FOR ENABLING BRAND-IMAGE COMMUNICATION BETWEEN VENDORS
AND CONSUMERS
PROCEDE ET SYSTEME PERMETTANT DE COMMUNIQUER UNE IMAGE DE MARQUE ENTRE DES
VENDEURS ET DES CONSOMMATEURS

Application: WO 2000US31757 20001117 (PCT/WO US0031757)

Parent Application/Grant:

Related by Continuation to: US 99441973 19991117 (CIP); US 99447121
19991122 (CIP); US 99465859 19991217 (CIP); US 2000483105 20000114
(CIP); US 2000599690 20000622 (CIP); US 2000641908 20000818 (CIP); US
2000695744 20001024 (CIP)

13/AN,AZ,TI/18 (Item 18 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00781864

STRUCTURE AND METHOD OF MODELING INTEGRATED BUSINESS AND INFORMATION
TECHNOLOGY FRAMEWORKS AND ARCHITECTURE IN SUPPORT OF A BUSINESS
STRUCTURE ET PROCEDE DE MODELISATION D'AFFAIRES ET DE CADRES DE GESTION DE
L'INFORMATION INTEGRES, ET ARCHITECTURE DE SUPPORT D'AFFAIRES

Application: WO 2000US22586 20000817 (PCT/WO US0022586)

13/AN,AZ,TI/19 (Item 19 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00777020

A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR RESOURCE ADMINISTRATION IN
AN E-COMMERCE TECHNICAL ARCHITECTURE

SYSTEME, PROCEDE ET ARTICLE MANUFACTURE POUR L'ADMINISTRATION DE RESSOURCES
DANS UNE ARCHITECTURE TECHNIQUE DE COMMERCE ELECTRONIQUE

Application: WO 2000US20547 20000728 (PCT/WO US0020547)

13/AN,AZ,TI/20 (Item 20 from file: 349)

DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00761422

BUSINESS ALLIANCE IDENTIFICATION

SYSTEME, PROCEDE ET ARTICLE DE PRODUCTION POUR L'IDENTIFICATION D'ALLIANCES
COMMERCIALES DANS UN CADRE D'ARCHITECTURE RESEAU

Application: WO 2000US14375 20000524 (PCT/WO US0014375)

13/AN,AZ,TI/21 (Item 21 from file: 349)

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00757120

LOCATION ENHANCED INFORMATION DELIVERY SYSTEM

SYSTEME AMELIORE DE DISTRIBUTION D'INFORMATIONS DE LOCALISATION

Application: WO 2000US13858 20000519 (PCT/WO US0013858)

13/AN,AZ,TI/22 (Item 22 from file: 349)

DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00496126

METHOD AND SYSTEM FOR COLLECTING AND PROCESSING MARKETING DATA

METHODE ET SYSTEME DE COLLECTE ET DE TRAITEMENT DE DONNEES DE
COMMERCIALISATION

Application: WO 98US24893 19981118 (PCT/WO US9824893)

?show files;ds

File 2:INSPEC 1969-2004/Dec W2
(c) 2004 Institution of Electrical Engineers
File 35:Dissertation Abs Online 1861-2004/Dec
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(c) 2005 The New York Times
File 475:Wall Street Journal Abs 1973-2005/Jan 03
(c) 2005 The New York Times
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
(c) 2002 The Gale Group

Set	Items	Description
S1	3835026	COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR CONSUME- R? ?
S2	8282666	ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???
S3	3352080	HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (T- RANSACTION OR MULTIPLICATIVE)() (DATA OR INFORMATION OR MODEL?- ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR - PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?
S4	756611	PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR M- ONEY()(BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR - REDUC? OR HALF)()PRICE? ? OR MERCHANDI?ING
S5	4681703	PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INT- ENDED OR INTENTION
S6	229466	S1(3N)S2
S7	14435	S3(10N)S6
S8	33285	S4(5N)S5
S9	63	S7(S)S8
S10	20	S7(20N)S8
S11	34	S7(30N)S8
S12	11790	S3(.7N)S6
S13	29	S8(30N)S12
S14	23	S13 NOT PY>2000
S15	23	S14 NOT PD=20001116:20050228
S16	23	RD (unique items)

16/3,K/4 (Item 4 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2004 Institution of Electrical Engineers. All rts. reserv.

5570221 INSPEC Abstract Number: C9706-1290D-030

Title: Optimal promotion strategies: a demand-sided characterization

Author(s): Simester, D.

Author Affiliation: Graduate Sch. of Bus., Chicago Univ., IL, USA

Journal: Management Science vol.43, no.2 p.251-6

Publisher: Inst. Oper. Res. & Manage. Sci,

Publication Date: Feb. 1997 Country of Publication: USA

CODEN: MSCIAM ISSN: 0025-1909

SICI: 0025-1909(199702)43:2L:251:OPSD;1-W

Material Identity Number: M120-97004

U.S. Copyright Clearance Center Code: 0025-1909/97/4302-0251\$05.00

Language: English

Subfile: C

Copyright 1997, IEE

Abstract: We generalize Narasimhan's (1988) model of retail promotion to include multiple products and general demand functions. Doing so allows us to further characterize optimal promotion strategies. We find that firms prefer to offer deeper promotions on products for which switching customers...

16/3,K/6 (Item 6 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2004 Institution of Electrical Engineers. All rts. reserv.

4727795 INSPEC Abstract Number: B9409-0140-044

Title: The efficacy of strategic and promotional factors on the sales growth of high-tech firms

Author(s): Traynor, K.; Traynor, S.

Author Affiliation: Dept. of Marketing, Clarion Univ. of Pennsylvania, PA, USA

Journal: IEEE Transactions on Engineering Management vol.41, no.2
p.126-34

Publication Date: May 1994 Country of Publication: USA

CODEN: IEEMA4 ISSN: 0018-9391

U.S. Copyright Clearance Center Code: 0018-9391/94/\$04.00

Language: English

Subfile: B

...Abstract: firms to effectively market their products and services has increased the interest in which marketing strategies and promotional techniques work best. This study investigates high-tech executives' perceptions of which strategic factors and promotional methods are most effective. The high-tech executives' perceptions of strategic factors and promotional methods are investigated for level of sales growth and industry differences. Moreover, the high-tech executives identify the promotional methods which they feel will be most effective in the future. In addition, high-tech firms' expenditures on strategic and promotional factors are compared by industry and by different levels of sales growth. Finally, findings are...

16/3,K/9 (Item 2 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01597546 ORDER NO: AAD98-02485

CASE STUDIES IN ADVERTISING EFFECTIVENESS (HEALTH INFORMATION, PROMOTION, NON-ALCOHOLIC BEVERAGES, MEAT, DAIRY)

Author: XIAO, HUI

Degree: PH.D.
Year: 1997
Corporate Source/Institution: AUBURN UNIVERSITY (0012)
Source: VOLUME 58/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 2773. 238 PAGES

...Model in multistage production systems. The theoretical analysis and examination of U.S. beef export **promotion** in Japan **suggest** that farm groups and **promotion** agencies should not be indifferent toward funding allocation among the three types of export promotion. The effects of advertising in U.S. non-alcoholic beverage and meat **markets** are examined by **estimating** the Rotterdam, Almost Ideal **Demand** System (AIDS) and Double-Log models. Theoretical restrictions (price homogeneity and symmetry, advertising homogeneity and...

16/3,K/16 (Item 9 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01348606 ORDER NO: AAD94-09733
A NEW MULTIDIMENSIONAL SCALING MODEL INCORPORATING CONTEXT EFFECTS (CONSUMER BEHAVIOR)
Author: KIM, JUYOUNG
Degree: PH.D.
Year: 1993
Corporate Source/Institution: THE UNIVERSITY OF MICHIGAN (0127)
Source: VOLUME 54/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 4181. 145 PAGES

...context effect which influence choice behavior of consumers. Furthermore, the marketing applications of the proposed **model** extend to a **market** share **forecasting**, new product development, repositioning **strategy**, and **promotion** **strategy**.

16/3,K/18 (Item 11 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01176623 ORDER NO: AAD91-30799
PROMOTION STRATEGIES AND THE BOSTON CONSULTING GROUP PRODUCT PORTFOLIO IN THE ETHICAL PHARMACEUTICAL INDUSTRY
Author: MURPHY, MASAKO NAGASAWA
Degree: PH.D.
Year: 1991
Corporate Source/Institution: THE UNIVERSITY OF MISSISSIPPI (0131)
Source: VOLUME 52/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 1822. 300 PAGES

...drugs. In addition to the two BCG matrix variables (i.e., relative market share and **market** growth rate), the **study** included situational **factors** (i.e., market structure and **product** characteristics) into **analysis** so as to control for their effects on the relationships in question. Three types of promotion (i.e., detailing, journal advertising, and direct mail) were evaluated to measure **promotion** -expenditure and **promotion** -mix **strategies**. Selected as study drugs were 87 new chemical entity drug products introduced in the United...

16/3,K/19 (Item 1 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2005 The New York Times. All rts. reserv.

01118481 NYT Sequence Number: 000466790223

(Automobile industry is currently running special sales promotions in dealerships to boost sluggish demand for many models and to prepare for predicted economic and sales downturn in '79. Is promoting incentive contests, promising dealers and salesmen cash or prizes for selling slow-moving models. Auto makers are offering customers certain optional equipment at no cost if they buy given type of car. Analysts suggest industry should aim promotional and ad campaigns at previously disinterested customers (M).)

PASZTOR, ANDY

Wall Street Journal, Col. 1, Pg. 38

Friday February 23 1979

...offering customers certain optional equipment at no cost if they buy given type of car. Analysts suggest industry should aim promotional and ad campaigns at previously disinterested customers (M).)...

16/AA,AN,TI/1 (Item 1 from file: 2)
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.
reserv.

Title: Supply chain benefits from advanced customer commitments

16/AA,AN,TI/2 (Item 2 from file: 2)
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.
reserv.

Title: Bagasse based co-generation system for Indian sugar mills

16/AA,AN,TI/3 (Item 3 from file: 2)
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.
reserv.

Title: Bill of sales

16/AA,AN,TI/4 (Item 4 from file: 2)
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.
reserv.

Title: Optimal promotion strategies: a demand-sided characterization

16/AA,AN,TI/5 (Item 5 from file: 2)
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.
reserv.

Title: Effects of warranty execution on warranty reserve costs

16/AA,AN,TI/6 (Item 6 from file: 2)
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.
reserv.

Title: The efficacy of strategic and promotional factors on the sales
growth of high-tech firms

16/AA,AN,TI/7 (Item 7 from file: 2)
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.
reserv.

Title: Equilibrium in oligopolistic networks

16/AA,AN,TI/8 (Item 1 from file: 35)
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01697433
HOSPITAL PROVISION OF UNCOMPENSATED CARE UNDER A MINIMUM CHARITY CARE
CONSTRAINT (CHARITY)

16/AA,AN,TI/9 (Item 2 from file: 35)
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01597546
CASE STUDIES IN ADVERTISING EFFECTIVENESS (HEALTH INFORMATION, PROMOTION,
NON-ALCOHOLIC BEVERAGES, MEAT, DAIRY)

16/AA,AN,TI/10 (Item 3 from file: 35)
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01577293

THE UTILIZATION OF SELECTED MARKETING ELEMENTS BY HIGHER EDUCATION
INSTITUTIONS (ENROLLMENT)

16/AA,AN,TI/11 (Item 4 from file: 35)
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01576750

INTERNATIONAL INTEGRATION AND ECONOMIC GROWTH (TRADE POLICY, MARKET SIZE,
DEVELOPING ECONOMIES)

16/AA,AN,TI/12 (Item 5 from file: 35)
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01555515

COMPETITIVE STRATEGY AND THE DESIGN OF STRATEGIC BUSINESS UNIT GENERAL
MANAGER COMPENSATION SYSTEMS

16/AA,AN,TI/13 (Item 6 from file: 35)
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01539074

INDIVIDUAL AND FIRM DEMAND FOR HEALTH AND WELLNESS PROGRAMS

16/AA,AN,TI/14 (Item 7 from file: 35)
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01431827

IMPROVING PRESCRIBING PRACTICES IN PRIVATE SECTOR OF DEVELOPING COUNTRIES:
CONCEPTS AND EVIDENCE (KENYA, INDONESIA)

16/AA,AN,TI/15 (Item 8 from file: 35)
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01430787

DOWNTOWN DEMOCRACY: REBUILDING MAIN STREET IDEALS IN THE TWENTIETH-CENTURY
AMERICAN CITY

16/AA,AN,TI/16 (Item 9 from file: 35)
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01348606

A NEW MULTIDIMENSIONAL SCALING MODEL INCORPORATING CONTEXT EFFECTS
(CONSUMER BEHAVIOR)

16/AA,AN,TI/17 (Item 10 from file: 35)
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01193534

A MODEL OF CONSUMER COGNITIVE PROCESSES UNDERLYING MEMORY-BASED BRAND
EVALUATIONS

16/AA,AN,TI/18 (Item 11 from file: 35)

DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01176623

PROMOTION STRATEGIES AND THE BOSTON CONSULTING GROUP PRODUCT PORTFOLIO IN
THE ETHICAL PHARMACEUTICAL INDUSTRY

16/AA,AN,TI/19 (Item 1 from file: 475)

DIALOG(R)File 475:(c) 2005 The New York Times. All rts. reserv.

01118481 NYT Sequence Number: 000466790223

(Automobile industry is currently running special sales promotions in
dealerships to boost sluggish demand for many models and to prepare for
predicted economic and sales downturn in '79. Is promoting incentive
contests, promising dealers and salesmen cash or prizes for selling
slow-moving models. Auto makers are offering customers certain optional
equipment at no cost if they buy given type of car. Analysts suggest
industry should aim promotional and ad campaigns at previously
disinterested customers (M).)

16/AA,AN,TI/20 (Item 1 from file: 583)

DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

09183826

TRANSPORT

BELGIUM: CREATION OF A TRANSPORT BRANCH

16/AA,AN,TI/21 (Item 2 from file: 583)

DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

06691006

User group backs 'better billing' drive

UK: CALL FOR TELECOMS BILLING STANDARD

16/AA,AN,TI/22 (Item 3 from file: 583)

DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

06193262

1,000 jobs go at WH Smith

UK: WH SMITH REPORTS PROFIT FALL, TO AXE STAFF

16/AA,AN,TI/23 (Item 4 from file: 583)

DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

01106660

MARKETING PERSONNEL LACK TRAINING

UK - MARKETING PERSONNEL LACK TRAINING

?show files;ds

File 20:Dialog Global Reporter 1997-2005/Jan 03

(c) 2005 The Dialog Corp.

Set	Items	Description
S1	8757628	ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???
S2	1147523	S1(3N) (COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR - CONSUMER? ?)
S3	9713591	HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (TRANSACTION OR MULTIPLICATIVE) () (DATA OR INFORMATION OR MODEL? - ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR - PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?
S4	3781312	PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR MONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR - REDUC? OR HALF) () PRICE? ? OR MERCHANDISING
S5	107286	S2(10N)S3
S6	188986	S4(5N) (PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INTENDED OR INTENTION)
S7	301	S5(S)S6
S8	99	S5(10N)S6
S9	87613	S2(7N)S3
S10	237	S6(S)S9
S11	74	S6(10N)S9
S12	65792	S2(5N)S3
S13	63	S6(10N)S12
S14	23	S13 NOT PY>2000
S15	23	S14 NOT PD=20001116:20050228
S16	21	RD (unique items)

16/3,K/6

DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 The Dialog Corp. All rts. reserv.

09248899 (USE FORMAT 7 OR 9 FOR FULLTEXT)

IIML to conduct workshop on marketing

SECTION TITLE: CORPORATE

FINANCIAL EXPRESS

January 24, 2000

JOURNAL CODE: WFEX LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 667

...competitor orientation, product value concept; buying behaviour and its role in the strategy formulation process; demand analysis and estimation ; competitors analysis ; strategic marketing planning process; and, planning marketing mix elements: product, promotion , pricing and distribution.

The programme will consist of frameworks, conceptual understanding from case-studies discussion...

16/3,K/7

DIALOG(R)File 20:Dialog Global Reporter
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08220818 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Reducing project failures

Andrew A.L. Tan

NEW STRAITS TIMES (MALAYSIA)

November 13, 1999

JOURNAL CODE: FNST LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1191

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... Pricing strategy and timing of the launch

* Formulation of marketing plan, marketing strategy, marketing tactics, marketing mix, trends analysis , analysis of competitors and the 7P's (place, pricing strategy , product packaging, promotions , people, planning and phasing strategy)

* Socio-economic study (PEST Study);

* SWOT analysis;

* Analyse the types, prices and number of units...

16/3,K/9

DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 The Dialog Corp. All rts. reserv.

06628232 (USE FORMAT 7 OR 9 FOR FULLTEXT)

HYPERION: Hundreds of additional global companies standardize on Hyperion's analytic application s/w

M2 PRESSWIRE

August 10, 1999

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1062

... scalable analytic application platform, these customers will analyze key business metrics to drive customer and product profitability analysis ; business planning and forecasting ; promotion planning and management reporting, and other strategic business processes. Insights gained through these analyses can increase...

16/3,K/12

DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 The Dialog Corp. All rts. reserv.

05904975 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**SIEMENS NIXDORF: Siemens Nixdorf extends enterprise solns portfolio with
launch of Retail Data Warehouse**
M2 PRESSWIRE
June 25, 1999
JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 372

... solutions, encompassing business consulting, methodology and design, project management, systems integration and operation. By comprehensively **analysing business** transactions to identify customer buying **patterns**, Retail Data Warehouse enables UK retailers to design and implement **strategic** direct marketing and **promotional** campaigns.

Retail Data Warehouse integrates powerful retail database cubes to provide sales analysis, store performance...

16/3,K/14
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 The Dialog Corp. All rts. reserv.

04505492 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**Free Internet Tool 'Prospect Counts' Allows Marketing to Forecast Potential
Technology Opportunities**
BUSINESS WIRE
March 03, 1999
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 956

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... to speed up, and this service will help busy executives make reliable market planning, staffing **forecast** and potential **sales estimates**, " says Larry Friedberg, Vice President of Product **Planning**. "We offer it **free** and online to help our clients make smart market intelligence buying decisions and obtain purchase...

16/3,K/18
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 The Dialog Corp. All rts. reserv.

02353763 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**NCR and Exchange Applications Partner to Help Companies Better Target,
Track and Manage Customer Relationships**
PR NEWSWIRE
July 29, 1998 9:17
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1046

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... NCR's value-add integration includes CRM-specific logical data models, pre-packaged campaign definitions, **industry**-specific propensity **models**, segmentation **strategies**, **promotion history** structures, and monitoring technology to attribute campaign response.

Through the integration of VALEX marketing automation...

16/AA,AN,TI/1

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

13517629

Fairwood lines up Net access for youth

16/AA,AN,TI/2

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

13221701

Interactive Edge Announces New Director of Business Development

16/AA,AN,TI/3

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

11972939

ShopLocal.com Joins Seattle SCORE and SBDC in Presenting E-Business Options
to Seattle Business Owners

16/AA,AN,TI/4

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

10895739

The Florida Times-Union, Jacksonville, Retail Report

16/AA,AN,TI/5

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

09695911

Sunbeam Corporation Launches 'Connected Customer Initiative'

16/AA,AN,TI/6

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

09248899

IIML to conduct workshop on marketing

SECTION TITLE: CORPORATE

16/AA,AN,TI/7

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

08220818

Reducing project failures

16/AA,AN,TI/8

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

07084337

Knappe & Vogt Names James S. Dahlke as Vice President of Sales and Marketing

16/AA,AN,TI/9

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

06628232

HYPERION: Hundreds of additional global companies standardize on Hyperion's
analytic application s/w

16/AA,AN,TI/10

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

06602795

Hundreds of Additional Global Companies Standardize On Hyperion's Analytic
Application Software to Optimize Business Performance

16/AA,AN,TI/11

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05942591

SIEMENS NIXDORF EXTENDS ITS RETAIL SYSTEM PORTFOLIO

16/AA,AN,TI/12

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

05904975

SIEMENS NIXDORF: Siemens Nixdorf extends enterprise solns portfolio with
launch of Retail Data Warehouse

16/AA,AN,TI/13

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

05092471

Hyperion Announces Key Customer Wins; Companies Worldwide License Hyperion
Analytic Application Software to Optimize Business Performance

16/AA,AN,TI/14

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

04505492

Free Internet Tool 'Prospect Counts' Allows Marketing to Forecast Potential
Technology Opportunities

16/AA,AN,TI/15

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

04388293

Just the Job: Who The Dollars Pounds !* Got That Job: just the job

16/AA,AN,TI/16

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

03609475

PIRA INTERNATIONAL: Publishers Association and Pira International sign
partnership agreement

16/AA,AN,TI/17

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

02686672

Corporate News: Tenaga's cards on the table

16/AA,AN,TI/18

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

02353763

NCR and Exchange Applications Partner to Help Companies Better Target,
Track and Manage Customer Relationships

16/AA,AN,TI/19

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

02033212

Cifra's Sales for Same Kind of Stores May Grow 12% in Second Quarter

16/AA,AN,TI/20

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

01982710

Callidus Software Debuts to Provide Strategic Tools for Corporations to
Manage Large-Scale Variable Costs

16/AA,AN,TI/21

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

01437954

The Baan Company Expands its Advanced Planning and Scheduling Suite and
Announces a Focused Business Unit

?show files;ds

File 9:Business & Industry(R) Jul/1994-2005/Jan 03

(c) 2005 The Gale Group

File 15:ABI/Inform(R) 1971-2005/Jan 01

(c) 2005 ProQuest Info&Learning

File 16:Gale Group PROMT(R) 1990-2005/Jan 04

(c) 2005 The Gale Group

File 148:Gale Group Trade & Industry DB 1976-2004/Jan 03

(c)2004 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group

File 275:Gale Group Computer DB(TM) 1983-2005/Jan 04

(c) 2005 The Gale Group

Set Items Description

S1 10818571 HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (TRANSACTION OR MULTIPLICATIVE) () (DATA OR INFORMATION OR MODEL? - ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR - PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?

S2 4525365 PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR MONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR - REDUC? OR HALF) ()PRICE? ? OR MERCHANDISING

S3 13549938 PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INTENDED OR INTENTION

S4 3342926 S1(7N) (COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR - CONSUMER? ?)

S5 1070639 S1(7N) (ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???)

S6 238219 S4(3N)S5

S7 304468 S2(5N)S3

S8 1030 S6(S)S7

S9 225841 S2(3N)S3

S10 353 S6(10N)S9

S11 2860823 S1(5N) (COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR - CONSUMER? ?)

S12 895978 S1(5N) (ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???)

S13 160903 S11(3N)S12

S14 200 S9(10N)S13

S15 7391034 CYBER OR CYBERSPACE OR VIRTUAL OR INTERNET OR WEB OR WORLDWIDE??? OR WIDEBWEB OR HOME() (PAGE? ? OR SITE? ?) OR WEBPAGE? ? OR HOMEPAGE? ? OR WEBSITE? ? OR (COMPUTER OR COMMUNICATION? - ?).()NETWORK OR ONLINE OR ON()LINE OR EXTRANET

S16 85 S14 AND S15

S17 31 S14(S)S15

S18 20 S17 NOT PY>2000

S19 20 S18 NOT PD=20001116:20050228

S20 10 RD (unique items)

S21 169 S14 NOT S17

S22 123 S21 NOT PY>2000

S23 121 S22 NOT PD=20001116:20050228

S24 101 RD (unique items)

24/3,K/8 (Item 5 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01660540 03-11530

What is service/good analysis?

Langford, Barry E; Cosenza, Robert M
Journal of Marketing Theory & Practice v6n1 PP: 16-26 Winter 1998
ISSN: 1069-6679 JRNL CODE: MTP
WORD COUNT: 7208

...TEXT: policies. However, insureds' perceptions of these services can be legally and ethically altered through appropriate **promotion strategies** directed toward targeted segments.

Reference:

REFERENCES

Reference:

AIRAC (All Industry Research Advisory Council) (1985), **Patterns of Shopping Behavior in Auto Insurance**. Oak Brook, IL. Ajzen, I., and M. Fishbein (1980...

24/3,K/12 (Item 9 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01342362 99-91758

Many plans, one reality which is the real forecast?

Kirk, Laurie
Journal of Business Forecasting Methods & Systems v15n3 PP: 22-23 Fall 1996
ISSN: 0278-6087 JRNL CODE: JBT
WORD COUNT: 819

...TEXT: rich opportunities in technology today to manage and understand data for decision support. Sales info, **market research**, consumption, customer inventory, **promotion history** and **future plans**, financial plans, **product** info, CRP, all of this information is available but often in separate systems for each...

24/3,K/27 (Item 24 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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00719617 93-68838

1993 market research survey

Anonymous
Medical Marketing & Media v28n5 PP: 22-45 May 1993
ISSN: 0025-7354 JRNL CODE: MMM
WORD COUNT: 8716

...TEXT: involvement: Pharmaceutical; biotechnology; imaging; dental disposables; surgical/therapeutic; diagnostic; general health care. Types of search: **Market research**; **market share**; **revenue forecasts**. Custom services: Client-defined projects, done to client's specifications. Other offices: New York, NY...

...telephone interviewing facilities. Custom services: Full service; custom research; quantitative and qualitative--domestic and international; **concept** testing; ad & **promotion** research; name testing; tracking

studies; direct mail, in-person, and telephone interviews.

H

(HCI) HEALTHCARE...

... Financial: 1992 gross income--\$1.0 million. Market involvement: Pharmaceutical; diagnostic; dental. Types of research: **Concept** testing; convention research; **promotion** testing; new product/formulation; qualitative research. Custom services: Customized studies to meet client needs. Other... quantitative; psychographic profiling and segmentation; national attitude and usage tracking; customer satisfaction studies; positioning surveys; **concept / promotional** and testing. Custom services: Physician Mapping(SM--Psychological and behavioral segmentation work focused by therapeutic...

... product development; production feasibility strategy planning and development; technology assessment. Syndicated services: Nonprescription Drugs USA-- **analyses** of **sales**, **market** shares, pricing **trends** of the major companies and **products**, conducted annually since 1980. More Power for the Rx-to-OTO switch--a report of...

... vices; in hospital, clinic, private office, retail, nursing home settings. Types of research: Market assessment; **concept** testing; **promotional** message recall; customized product use audits; launch tracking programs; **trade** name **evaluation**; pricing; **forecasting**; customer satisfaction. Custom services: Customized quantitative survey research services using univariate and multivariate analysis (quadrant...

24/3,K/33 (Item 30 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

00597562 92-12735

Analysts' Forecasts

Schipper, Katherine

Accounting Horizons v5n4 PP: 105-121 Dec 1991

ISSN: 0888-7993 JRNL CODE: ACH

WORD COUNT: 11213

...TEXT: and, relatedly, what incentives he faces. Both context and incentives will shape the properties of **analysts'** work **products** generally and their **forecasts** in particular. For example, one possibility is that **incentives** not **contemplated** in the usual tests of analyst forecast accuracy and bias operate to produce systematically biased ...

24/3,K/35 (Item 32 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

00380284 87-39118

Modelling the Effectiveness and Profitability of Trade Promotions

Blattberg, Robert C.; Levin, Alan

Marketing Science v6n2 PP: 124-146 Spring 1987

ISSN: 0732-2399 JRNL CODE: MKS

...ABSTRACT: 2. identifying the best trade promotions for each size and in each geographical area, 3. **assessing** **future** **promotional** **plans**, and 4. developing **trade** promotion tactics. The model is applied to a data set using Nielsen consumer sales data...

24/3,K/43 (Item 7 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06209081 Supplier Number: 54169579 (USE FORMAT 7 FOR FULLTEXT)
Strategic underpin marketing efforts.(foundry industry)
Kanicki, David P.
Modern Casting, v89, n2, p62(2)
Feb, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; General
Word Count: 1884

... A competitive analysis, she noted, includes the following elements:
profile; strengths and weaknesses analysis; pricing **strategies** ;
distribution channels; **promotion strategies** ; and the estimate of market
share.

The opportunity **assessment** includes two major **factors** : a summary
of **market** potential; and comments on positioning opportunities and voids.
In considering your positioning strategy, Kokonas pointed...

24/3,K/77 (Item 18 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

06221007 SUPPLIER NUMBER: 13902432 (USE FORMAT 7 OR 9 FOR FULL TEXT)
The discounting of discounts and promotion thresholds.
Gupta, Sunil; Cooper, Lee G.
Journal of Consumer Research, v19, n3, p401(11)
Dec, 1992
ISSN: 0093-5301 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 9272 LINE COUNT: 00724

TEXT:

...find stores advertising 50, 60, or even 70 percent discounts on
several products. But do **consumers** believe these advertised **discounts** ?
Previous studies suggest that they do not. It has been shown that
consumers' perceptions of discounts are typically...

24/3,K/101 (Item 2 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

01422403 SUPPLIER NUMBER: 09739323 (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Made in a minute; Coca-Cola Foods uses 1-2-3 and E-mail to keep its
spreadsheet forecasts as fresh as its OJ. (Applications)**
Musgrave, Bill; Cranford, Richard
Lotus, v7, n1, p58(3)
Jan, 1991
ISSN: 8756-7334 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1631 LINE COUNT: 00129

... on information only hours old, help senior sales managers and trade
marketing managers decide on **promotion strategies** and production
output. Currid, now director of applied information technology, **estimates**
that getting **sales forecasts** a day earlier can save the company
hundreds of thousands of dollars by getting product...

24/AA,AN,TI/1 (Item 1 from file: 9)
DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

2867142 Supplier Number: 02867142
European portal market growth projected

24/AA,AN,TI/2 (Item 2 from file: 9)
DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

1553766 Supplier Number: 01553766
New Savvy Needed to Nab Boomers

24/AA,AN,TI/3 (Item 3 from file: 9)
DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

1200460 Supplier Number: 01200460
Mitsubishi Motors Puts New Network Into Operation

24/AA,AN,TI/4 (Item 1 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01860283 05-11275
Tourism Policy and Planning: Case Studies From the Commonwealth Caribbean

24/AA,AN,TI/5 (Item 2 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01839151 04-90142
The branding of private labels

24/AA,AN,TI/6 (Item 3 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01713283 03-64273
Study offers tips on Taiwan's business apparel market

24/AA,AN,TI/7 (Item 4 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01680926 03-31916
An international review of sponsorship research

24/AA,AN,TI/8 (Item 5 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01660540 03-11530
What is service/good analysis?

24/AA,AN,TI/9 (Item 6 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01496621 01-47609
Only the shadow knows: Shining a light on shadow demand

24/AA,AN,TI/10 (Item 7 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01492950 01-43938
Profiling managers to improve export promotion targeting

24/AA,AN,TI/11 (Item 8 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01408110 00059097
Selecting appropriate sales quota plan structures and quota-setting procedures

24/AA,AN,TI/12 (Item 9 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01342362 99-91758
Many plans, one reality which is the real forecast?

24/AA,AN,TI/13 (Item 10 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01165539 98-14934
Trends in out-of-pocket spending on health care, 1980-92

24/AA,AN,TI/14 (Item 11 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01160422 98-09817
Shifting patterns demand change

24/AA,AN,TI/15 (Item 12 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01142196 97-91590
Price discrimination using in-store merchandising

24/AA,AN,TI/16 (Item 13 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01080938 97-30332
Travel motivations of Japanese overseas travelers: A factor-cluster segmentation approach

24/AA,AN,TI/17 (Item 14 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01077464 97-26858
Export assistance: Another look at whether we are supporting the best programmes

24/AA,AN,TI/18 (Item 15 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00953430 96-02823
Are you paid enough?

24/AA,AN,TI/19 (Item 16 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00895561 95-44953
Bridging the research gap between industry and researchers

24/AA,AN,TI/20 (Item 17 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00889256 95-38648
Editorial Excellence Awards

24/AA,AN,TI/21 (Item 18 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00887279 95-36671
Grocery makers need top-shelf info technology

24/AA,AN,TI/22 (Item 19 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00776759 94-26151
Mexico blooms as NAFTA looms

24/AA,AN,TI/23 (Item 20 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00762993 94-12385
Category dynamics: Turning partnering into reality

24/AA,AN,TI/24 (Item 21 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00725036 93-74257
"Scientific" Inventory Planning

24/AA,AN,TI/25 (Item 22 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00723917 93-73138
Consumer Complaints: Advice on How Companies Should Respond Based on an Empirical Study

24/AA,AN,TI/26 (Item 23 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00722046 93-71267
Modeling physicians' prescribing decisions for patients with panic disorder

24/AA,AN,TI/27 (Item 24 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00719617 93-68838
1993 market research survey

24/AA,AN,TI/28 (Item 25 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.
00711206 93-60427
Citrus Street

24/AA,AN,TI/29 (Item 26 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.
00704665 93-53886
Has your store had a check-up?

24/AA,AN,TI/30 (Item 27 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.
00682063 93-31284
Sources of competitive advantage in the marketing of technology-intensive products and processes

24/AA,AN,TI/31 (Item 28 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.
00658583 93-07804
The Real Lesson of New Coke: The Value of Focus Groups for Predicting the Effects of Social Influence

24/AA,AN,TI/32 (Item 29 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.
00630543 92-45483
Batteries Have Staying Power!

24/AA,AN,TI/33 (Item 30 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.
00597562 92-12735
Analysts' Forecasts

24/AA,AN,TI/34 (Item 31 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.
00390555 88-07388
Compulsory Trademark Licensing

24/AA,AN,TI/35 (Item 32 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.
00380284 87-39118
Modelling the Effectiveness and Profitability of Trade Promotions

24/AA,AN,TI/36 (Item 33 from file: 15)
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.
00298612 85-39046
Convention and Visitors Bureau Update

24/AA,AN,TI/37 (Item 1 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
07996411 Supplier Number: 63669928
Setting Advertising and Promotion Budgets in Multi-Brand Companies.

24/AA,AN,TI/38 (Item 2 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
07855869 Supplier Number: 65353955
Selection, location critical. (Brief Article)

24/AA,AN,TI/39 (Item 3 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
07460773 Supplier Number: 62741086
IMS HEALTH Launches Prescript Plus Prescription Tracking Services in Ecuador.

24/AA,AN,TI/40 (Item 4 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
07434416 Supplier Number: 62516394
Senior Appointment Signals Acceleration in Systemonic Path to DSP Market.

24/AA,AN,TI/41 (Item 5 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
06410760 Supplier Number: 54876470
WEATHER FORECASTS CAN MAKE A BOTTOM LINE SUNNIER.

24/AA,AN,TI/42 (Item 6 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
06389868 Supplier Number: 54804666
GERS Retail Systems Signs Strategic Agreement to Market New State-Of-The-Art Merchandise Planning System.

24/AA,AN,TI/43 (Item 7 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
06209081 Supplier Number: 54169579
Strategic underpin marketing efforts. (foundry industry)

24/AA,AN,TI/44 (Item 8 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
05936073 Supplier Number: 53183295
Pennsylvania Attorney General: California-Based Long Distance Telephone Carrier Barred from 'Slamming' Practices.

24/AA,AN,TI/45 (Item 9 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
05652202 Supplier Number: 50107945
Callidus Software Debuts to Provide Strategic Tools for Corporations to

Manage Large-Scale Variable Costs

24/AA,AN,TI/46 (Item 10 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

05496802 Supplier Number: 48330005
MATURE VIEWS; Elderly patients fancy helpful pharmacists, says Schering
Report

24/AA,AN,TI/47 (Item 11 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

05200369 Supplier Number: 47934176
K&V Participates in Sales Force Automation Interface Development For R/3
Business Application Solutions.

24/AA,AN,TI/48 (Item 12 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

04972114 Supplier Number: 47304948
Perfetti selects Comshare's BOOST to optimize finance, marketing and sales
efforts worldwide.

24/AA,AN,TI/49 (Item 13 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

04932449 Supplier Number: 47249432
REPEAT/ K & V Information Systems announces U.S. marketing agreement with
SAP America.

24/AA,AN,TI/50 (Item 14 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

04786381 Supplier Number: 47044665
Forecasting and Ordering System Rides the 'Net

24/AA,AN,TI/51 (Item 15 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

04398108 Supplier Number: 46451702
K&V Information Systems ships SALESmanager 4.0; Industry-focused
sales-process management including SAP R/3 integration; The first premium
turnkey sales force automation solution for pharmaceuticals, consumer
goods, finance and industrial goods.

24/AA,AN,TI/52 (Item 16 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

04050343 Supplier Number: 45891791
A 50% Gain In Ag Exports By 2000 Says USDA

24/AA,AN,TI/53 (Item 17 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

03446687 Supplier Number: 44805302
AUTOMATION: Grocery Makers Need Top-Shelf Info Technology

24/AA,AN,TI/54 (Item 18 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
03235636 Supplier Number: 44444986
Marui - Company Report

24/AA,AN,TI/55 (Item 19 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
03185326 Supplier Number: 44359874
DIGITAL INTRODUCES PLANalyst RETAIL PLANNING SYSTEM

24/AA,AN,TI/56 (Item 20 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
02912115 Supplier Number: 43932096
R.H. Macy Says Operating Net Increased 66% During May

24/AA,AN,TI/57 (Item 21 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
01701021 Supplier Number: 42119488
INCENTIVES: ADVERTISERS, AGENCIES, CARROTS, AND STICKS

24/AA,AN,TI/58 (Item 22 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
01390780 Supplier Number: 41655632
Sharpshooting Marketeer: Targeting dealer markets via computer makes the
shotgun approach old hat

24/AA,AN,TI/59 (Item 23 from file: 16)
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.
01048800 Supplier Number: 41158776
Domestications sets strategy: Sees marketing focus bringing sales beyond
\$100M

24/AA,AN,TI/60 (Item 1 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.
12754210 SUPPLIER NUMBER: 66499087
REBATES, INVENTORIES, AND INTERTEMPORAL PRICE DISCRIMINATION. (Statistical
Data Included)

24/AA,AN,TI/61 (Item 2 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.
12371428 SUPPLIER NUMBER: 63018225
The Influence of Triad Nations' Environments on Price-quality Product
Strategies and MNC Performance.

24/AA,AN,TI/62 (Item 3 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.
11724796 SUPPLIER NUMBER: 58930461

Putting Plan on Paper Helps Identify Strengths, Weaknesses of Endeavor.

24/AA,AN,TI/63 (Item 4 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

10423242 SUPPLIER NUMBER: 21061040
A discrete optimization model for seasonal merchandise planning.

24/AA,AN,TI/64 (Item 5 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

10158420 SUPPLIER NUMBER: 20051547
Accessing private label. (information sources for private label industry)

24/AA,AN,TI/65 (Item 6 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

09884332 SUPPLIER NUMBER: 20014913
American Bio Medica Appoints Winn Pollock as National Sales Manager

24/AA,AN,TI/66 (Item 7 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

09840837 SUPPLIER NUMBER: 19774063
A closer look at the interface between the product lines of manufacturers
and the assortments of retailers.

24/AA,AN,TI/67 (Item 8 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

09718018 SUPPLIER NUMBER: 19743020
KD1 Selects Torrent's Orchestrate for Scalable Retailing Software

24/AA,AN,TI/68 (Item 9 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

09387763 SUPPLIER NUMBER: 19255528
K & V Information Systems announces U.S. marketing agreement with SAP
America.

24/AA,AN,TI/69 (Item 10 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

09324604 SUPPLIER NUMBER: 19044736
U.S. catfish: a growing new fish export to Germany. (interview with The
Catfish Institute's export consultant Jean Valentine) (Interview)

24/AA,AN,TI/70 (Item 11 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

09307892 SUPPLIER NUMBER: 19120673
The U.K. and Europe. (video recordings industry) (1996: The Year in
Video) (Industry Overview)

24/AA,AN,TI/71 (Item 12 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

08425236 SUPPLIER NUMBER: 16455252
Price cutting in liability insurance markets. (includes appendices)

24/AA,AN,TI/72 (Item 13 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

08103486 SUPPLIER NUMBER: 17268931
Custom interiors: shopper data is enabling supermarket operators to create
planograms geared to specific stores or groups.

24/AA,AN,TI/73 (Item 14 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

07226415 SUPPLIER NUMBER: 15312587
Inductive inference and replications: a Bayesian perspective.

24/AA,AN,TI/74 (Item 15 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

06717132 SUPPLIER NUMBER: 14427649
Turning partnering into reality. (retailer and supplier collaboration)

24/AA,AN,TI/75 (Item 16 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

06505765 SUPPLIER NUMBER: 14320761
An examination of stock price reactions to discount rate changes under
alternative monetary policy regimes.

24/AA,AN,TI/76 (Item 17 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

06491714 SUPPLIER NUMBER: 13989338
R.H. Macy says operating net increased 66% during May.

24/AA,AN,TI/77 (Item 18 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

06221007 SUPPLIER NUMBER: 13902432
The discounting of discounts and promotion thresholds.

24/AA,AN,TI/78 (Item 19 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

06215944 SUPPLIER NUMBER: 12722343
An industry first. (report on Hardware Industry Convention) (contains related
article)

24/AA,AN,TI/79 (Item 20 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

05842338 SUPPLIER NUMBER: 12110179
Hardware Industry Convention: program appeals to manufacturers, wholesalers
and retailers. (includes related articles)

24/AA,AN,TI/80 (Item 21 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

05700865 SUPPLIER NUMBER: 12028135
A strategy for the future . (promotion of pharmaceutical industry
research and development)

24/AA,AN,TI/81 (Item 22 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

05180346 SUPPLIER NUMBER: 10634905
Cigarettes. (Reaching for More Profit) (Special Advertising Section)

24/AA,AN,TI/82 (Item 23 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

05090947 SUPPLIER NUMBER: 09356240
The Marketing salary survey. (Cover Story)

24/AA,AN,TI/83 (Item 24 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

04635360 SUPPLIER NUMBER: 08799915
U.S. cigarette volume down 6% in '89. (Maxwell Report)

24/AA,AN,TI/84 (Item 25 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

04511121 SUPPLIER NUMBER: 08359789
Domestications sets strategy: sees marketing focus bringing sales beyond
\$100M. (Hanover Cos. catalog)

24/AA,AN,TI/85 (Item 26 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

04132706 SUPPLIER NUMBER: 08081787
The small business explosion. (Special Advertising Supplement)

24/AA,AN,TI/86 (Item 27 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

04052409 SUPPLIER NUMBER: 07748449
Chrysler appoints Liebler to top communications position. (Arthur C.
Liebler)

24/AA,AN,TI/87 (Item 28 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

03852425 SUPPLIER NUMBER: 06999840
Two big stores that back UPC have varied opinions on scanning. (Universal
Product Code; Dayton Hudson Department Store, Strawbridge and Clothier)

24/AA,AN,TI/88 (Item 29 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

03112228 SUPPLIER NUMBER: 04729680
Relating the brand use profile of coupon redeemers to brand and coupon

characteristics.

24/AA,AN,TI/89 (Item 30 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

02980783 SUPPLIER NUMBER: 04569770
Outerwear maker begins to feel cold winds of market changes. (Cooper
Sportswear) (The Ticket to Quick Response supplement)

24/AA,AN,TI/90 (Item 31 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

02826798 SUPPLIER NUMBER: 04274797
Budgets: a survey of multi-unit operations. (restaurants)

24/AA,AN,TI/91 (Item 32 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

02333003 SUPPLIER NUMBER: 03830828
Wall Street analysts tell NRMA of their methods. (National Retail Merchants
Association)

24/AA,AN,TI/92 (Item 33 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

02158408 SUPPLIER NUMBER: 03576826
Emporium cashes in on Vallco store.

24/AA,AN,TI/93 (Item 34 from file: 148)
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

01750192 SUPPLIER NUMBER: 02607328
Good pay plans can support strategy. (executives and performance)

24/AA,AN,TI/94 (Item 1 from file: 160)
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

02359013
Snack Food

24/AA,AN,TI/95 (Item 2 from file: 160)
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

02054717
The Market for Agricultural Chemicals

24/AA,AN,TI/96 (Item 3 from file: 160)
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

01979169
The textile rental and maintenance services industry

24/AA,AN,TI/97 (Item 4 from file: 160)
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

01975286

NEDO Proposes Promotion of Model Businesses to Expand Coal Demand

24/AA,AN,TI/98 (Item 5 from file: 160)
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

01228837
PCExpress Offers Decision Support.

24/AA,AN,TI/99 (Item 6 from file: 160)
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

01188399
MARKSMAN takes aim at improving service with 'Advertising Support'.

24/AA,AN,TI/100 (Item 1 from file: 275)
DIALOG(R)File 275:(c) 2005 The Gale Group. All rts. reserv.

01467696 SUPPLIER NUMBER: 11937879
Client-server systems in manufacturing: as a way of distributing functions,
they speed operations - and are a vital part of computer-integrated
manufacturing. (Special Report: Industrial Computers) (Technical)

24/AA,AN,TI/101 (Item 2 from file: 275)
DIALOG(R)File 275:(c) 2005 The Gale Group. All rts. reserv.

01422403 SUPPLIER NUMBER: 09739323
Made in a minute; Coca-Cola Foods uses 1-2-3 and E-mail to keep its
spreadsheet forecasts as fresh as its OJ. (Applications)

?show files;ds

File 476:Financial Times Fulltext 1982-2005/Jan 04

(c) 2005 Financial Times Ltd

File 610:Business Wire 1999-2005/Jan 03

(c) 2005 Business Wire.

File 613:PR Newswire 1999-2005/Jan 03

(c) 2005 PR Newswire Association Inc

File 621:Gale Group New Prod.Annou.(R) 1985-2005/Jan 04

(c) 2005 The Gale Group

File 624:McGraw-Hill Publications 1985-2004/Dec 28

(c) 2004 McGraw-Hill Co. Inc

File 634:San Jose Mercury Jun 1985-2004/Dec 31

(c) 2005 San Jose Mercury News

File 636:Gale Group Newsletter DB(TM) 1987-2005/Jan 04

(c) 2005 The Gale Group

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 813:PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc

Set	Items	Description
S1	13543344	COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE
S2	7932012	SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR CONSUME- R? ?
S3	6158724	ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???
S4	6680639	HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (T- RANSACTION OR MULTIPLICATIVE)() (DATA OR INFORMATION OR MODEL?- ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR - PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?
S5	2848418	PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR M- ONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR - REDUC? OR HALF)() PRICE? ? OR MERCHANDI?ING
S6	7520767	PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INT- ENDED OR INTENTION
S7	1239577	S3(3N)(S1 OR S2)
S8	101840	S4(7N)S7
S9	132214	S5(5N)S6
S10	129	S8(10N)S9
S11	119	S8(7N)S9
S12	69	S11 NOT PY>2000
S13	69	S12 NOT PD=20001116:20050228
S14	54	RD (unique items)

14/3,K/9 (Item 2 from file: 613)
DIALOG(R)File 613:PR Newswire
(c) 2005 PR Newswire Association Inc. All rts. reserv.

00120760 19990607SFM070 (USE FORMAT 7 FOR FULLTEXT)
Richter Systems Launches Richter Express(TM); Advanced Solutions for Small And Medium-Sized Manufacturers and Retailers
PR Newswire
Monday, June 7, 1999 08:05 EDT
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 723

...and footwear industry. This integrated solution delivers real-time access to inventory status for effective **planning** and **forecasting**. Richter **Merchandising Express** provides a complete **analysis** of **product** availability, ensures safeguards against stock-out situations and costly markdowns and improves inventory turns and ...

14/3,K/19 (Item 9 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2005 The Gale Group. All rts. reserv.

01055616 Supplier Number: 40199730 (USE FORMAT 7 FOR FULLTEXT)
NIESEL SCAN*PRO MODELER NOW AVAILABLE
News Release, pN/A
Oct 30, 1987
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 262

... service, and planner is a personal computer (PC) based simulation program to assist manufacturers in **planning** their **future promotional** spending.

Nielsen **Marketing Research**, a company of The Dun & Bradstreet Corporation, is the largest market research firm in the...

14/3,K/39 (Item 15 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

02467871 Supplier Number: 44942481 (USE FORMAT 7 FOR FULLTEXT)
FUTURE WILL SEE INCREASED RELATIONSHIP-BUILDING, STRATEGIC PLANNING
Healthcare PR & Marketing News, v3, n17, pN/A
August 25, 1994
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 492

... maintaining referral networks.
The role of the practitioner has progressed from general public relations and **promotion** to relationship building, **strategic planning** and sales. Marketing research will help organizations **assess** the needs of **consumers**, who will **demand** more information about healthcare services.
The Delphi Study panel--composed of 295 ASHCMPR members-- surveyed...

14/AA,AN,TI/1 (Item 1 from file: 476)
DIALOG(R)File 476:(c) 2005 Financial Times Ltd. All rts. reserv.

B09L2AQADKFT
Letter: Potential markets for steel

14/AA,AN,TI/2 (Item 2 from file: 476)
DIALOG(R)File 476:(c) 2005 Financial Times Ltd. All rts. reserv.

B05KOAYADHFT
United Biscuits Reorganises / Food company announces new management structure

14/AA,AN,TI/3 (Item 1 from file: 610)
DIALOG(R)File 610:(c) 2005 Business Wire. All rts. reserv.

20000717199B3321
ShopLocal.com Joins Seattle SCORE and SBDC in Presenting E-Business Options to Seattle Business Owners

14/AA,AN,TI/4 (Item 2 from file: 610)
DIALOG(R)File 610:(c) 2005 Business Wire. All rts. reserv.

19990907250B1171
Knape & Vogt Names James S. Dahlke as Vice President of Sales and Marketing

14/AA,AN,TI/5 (Item 3 from file: 610)
DIALOG(R)File 610:(c) 2005 Business Wire. All rts. reserv.

19990809221B0129
Hundreds of Additional Global Companies Standardize On Hyperion's Analytic Application Software to Optimize Business Performance

14/AA,AN,TI/6 (Item 4 from file: 610)
DIALOG(R)File 610:(c) 2005 Business Wire. All rts. reserv.

19990426116B0156
Hyperion Announces Key Customer Wins; Companies Worldwide License Hyperion Analytic Application Software to Optimize Business Performance

14/AA,AN,TI/7 (Item 5 from file: 610)
DIALOG(R)File 610:(c) 2005 Business Wire. All rts. reserv.

1999062B1116
Free Internet Tool 'Prospect Counts' Allows Marketing to Forecast Potential Technology Opportunities

14/AA,AN,TI/8 (Item 1 from file: 613)
DIALOG(R)File 613:(c) 2005 PR Newswire Association Inc. All rts. reserv.

20000222FLTU019
Sunbeam Corporation Launches 'Connected Customer Initiative'

14/AA,AN,TI/9 (Item 2 from file: 613)
DIALOG(R)File 613:(c) 2005 PR Newswire Association Inc. All rts. reserv.

19990607SFM070

Richter Systems Launches Richter Express(TM); Advanced Solutions for Small And Medium-Sized Manufacturers and Retailers

14/AA,AN,TI/10 (Item 3 from file: 613)
DIALOG(R)File 613:(c) 2005 PR Newswire Association Inc. All rts. reserv.

19990510HSM112
KSA Reports: Consumer Loyalty is the Key to Profitability

14/AA,AN,TI/11 (Item 1 from file: 621)
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

02674901 Supplier Number: 65901238
Interactive Edge Announces New Director of Business Development.

14/AA,AN,TI/12 (Item 2 from file: 621)
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01684311 Supplier Number: 50206811
NCR and Exchange Applications Partner to Help Companies Better Target,
Track and Manage Customer Relationships

14/AA,AN,TI/13 (Item 3 from file: 621)
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01665847 Supplier Number: 50107945
Callidus Software Debuts to Provide Strategic Tools for Corporations to
Manage Large-Scale Variable Costs

14/AA,AN,TI/14 (Item 4 from file: 621)
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01568565 Supplier Number: 47967265
KD1 Selects Torrent's Orchestrate for Scalable Retailing Software

14/AA,AN,TI/15 (Item 5 from file: 621)
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01565465 Supplier Number: 47934176
K&V Participates in Sales Force Automation Interface Development For R/3
Business Application Solutions.

14/AA,AN,TI/16 (Item 6 from file: 621)
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01511016 Supplier Number: 47249432
REPEAT/ K & V Information Systems announces U.S. marketing agreement with
SAP America.

14/AA,AN,TI/17 (Item 7 from file: 621)
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01391886 Supplier Number: 46451702
K&V Information Systems ships SALESmanager 4.0; Industry-focused
sales-process management including SAP R/3 integration; The first premium
turnkey sales force automation solution for pharmaceuticals, consumer
goods, finance and industrial goods.

14/AA,AN,TI/18 (Item 8 from file: 621)
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01307807 Supplier Number: 45849640
HORTON INDUSTRIAL PRODUCTS DIVISION ANNOUNCES NEW MARKETING MANAGER

14/AA,AN,TI/19 (Item 9 from file: 621)
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01055616 Supplier Number: 40199730
NIESEL SCAN*PRO MODELER NOW AVAILABLE

14/AA,AN,TI/20 (Item 1 from file: 624)
DIALOG(R)File 624:(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

00927370
Boeing Will Lose Money On First 400 Next-Generation 737s, Condit Says

14/AA,AN,TI/21 (Item 2 from file: 624)
DIALOG(R)File 624:(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

00837878
INDIA GRANTS PRELIMINARY APPROVAL TO NEW TWO-PART IPP RATE STRUCTURE

14/AA,AN,TI/22 (Item 3 from file: 624)
DIALOG(R)File 624:(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0521457
Mexico blooms as NAFTA looms

14/AA,AN,TI/23 (Item 4 from file: 624)
DIALOG(R)File 624:(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0163432
NA zinc producers lower tags 5 cents; LME expected to drop HG contract

14/AA,AN,TI/24 (Item 5 from file: 624)
DIALOG(R)File 624:(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0038798
MADISON G&E CHALLENGES PSC'S TREATMENT OF TAX RATE CUT IN STATE COURT

14/AA,AN,TI/25 (Item 1 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

04670467 Supplier Number: 61556170
How golf shirts come alive. (Page and Tuttle apparel)

14/AA,AN,TI/26 (Item 2 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

04402858 Supplier Number: 55417545
HYPERION: Hundreds of additional global companies st standardize on
Hyperion's analytic application s/w.

14/AA,AN,TI/27 (Item 3 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

04208107 Supplier Number: 55005892
-SIEMENS NIXDORF EXTENDS ITS RETAIL SYSTEM PORTFOLIO.

14/AA,AN,TI/28 (Item 4 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

04158256 Supplier Number: 54499261
HYPERION SOLUTIONS: Hyperion announces key customer wins.

14/AA,AN,TI/29 (Item 5 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

04025039 Supplier Number: 53283261
-PIRA INTERNATIONAL: Publishers Association and Pira International sign
partnership agreement.

14/AA,AN,TI/30 (Item 6 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

03597563 Supplier Number: 47447638
OIL SERVICE FIRM SHARES UP FOR GRABS

14/AA,AN,TI/31 (Item 7 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

03501070 Supplier Number: 47225490
-CRTC: TELECOM ORDER CRTC 97-383

14/AA,AN,TI/32 (Item 8 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

03371451 Supplier Number: 46935353
Spotlight On Children's Research: Understanding Youth And Children's Market
Research

14/AA,AN,TI/33 (Item 9 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

03278837 Supplier Number: 46731636
BEST BUY, CIRCUIT CITY DOWNSIZE

14/AA,AN,TI/34 (Item 10 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

03268714 Supplier Number: 46708922
Amrad steps up development of hepatitis B compound

14/AA,AN,TI/35 (Item 11 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

03028138 Supplier Number: 46185735
VHA OFFERS BOOK TO HELP BLEND CULTURES

14/AA,AN,TI/36 (Item 12 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

03023979 Supplier Number: 46174196
Seminars are becoming increasingly in vogue for trade conventions

14/AA,AN,TI/37 (Item 13 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

02898077 Supplier Number: 45891791
A 50% Gain In Ag Exports By 2000 Says USDA

14/AA,AN,TI/38 (Item 14 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

02741587 Supplier Number: 45563209
DSHEA IN THE SPOTLIGHT AT ALTERNATIVE MEDICINE MEETING

14/AA,AN,TI/39 (Item 15 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

02467871 Supplier Number: 44942481
FUTURE WILL SEE INCREASED RELATIONSHIP-BUILDING, STRATEGIC PLANNING

14/AA,AN,TI/40 (Item 16 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

02430986 Supplier Number: 44838461
THE COMING SENIOR BOOM

14/AA,AN,TI/41 (Item 17 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

01945859 Supplier Number: 43436106
Bicycle Shipments to Europe up 42% in Value Through Sept.

14/AA,AN,TI/42 (Item 18 from file: 636)
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

01015578 Supplier Number: 40355134
Woodstove, Charcoal Production Program To Help Thailand Avoid Wood Shortages

14/AA,AN,TI/43 (Item 1 from file: 810)
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0685823

K & V Information Systems announces U.S. marketing agreement with SAP America

14/AA,AN,TI/44 (Item 1 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

1428535
Datastream Announces Final Release of e-MRO(TM) for MP2(R) Professional for

Microsoft Access(TM) Database

14/AA,AN,TI/45 (Item 2 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

1262267
The Baan Company Expands its Advanced Planning and Scheduling Suite and
Announces a Focused Business Unit

14/AA,AN,TI/46 (Item 3 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

1191389
American Bio Medica Appoints Winn Pollock as National Sales Manager

14/AA,AN,TI/47 (Item 4 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

1176442
Auto Supplier VITEC Signs on as Lead Tenant At Clark Street Technology Park
Groundbreaking in Detroit

14/AA,AN,TI/48 (Item 5 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0904769
LOUISE JALMA JOINS CHECK TECHNOLOGY CORPORATION AS VICE PRESIDENT,
MARKETING

14/AA,AN,TI/49 (Item 6 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0653545
HOLIDAY RETAIL SALES LIKELY TO IMPROVE AGAIN IN NEW YORK METRO AREA
ACCORDING TO ANNUAL ARTHUR ANDERSON SURVEY

14/AA,AN,TI/50 (Item 7 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0382484
CHRYSLER ANNOUNCES CHANGES IN SALES & MARKETING GROUP

14/AA,AN,TI/51 (Item 8 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0314134
AMOCO OIL PRESIDENT CALLS ON SUPPLIERS AND MARKETERS TO WORK OUT INDUSTRY
PROBLEMS WITHOUT HELP FROM CONGRESS

14/AA,AN,TI/52 (Item 9 from file: 813)
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0310629
CHRYSLER ANNOUNCES MARKETING APPOINTMENTS

14/AA,AN,TI/53 (Item 10 from file: 813)

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0184129

CHRYSLER APPOINTS LIEBLER TO TOP COMMUNICATIONS POSITION

14/AA,AN,TI/54 (Item 11 from file: 813)

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0132796

NORMAN S. MATTHEWS TO JOIN BEST PRODUCTS AS VICE CHAIRMAN AND DIRECTOR

?show files;ds

File 635:Business Dateline(R) 1985-2005/Jan 01
(c) 2005 ProQuest Info&Learning
File 570:Gale Group MARS(R) 1984-2005/Jan 04
(c) 2005 The Gale Group
File 387:The Denver Post 1994-2005/Jan 03
(c) 2005 Denver Post
File 471:New York Times Fulltext 1980-2005/Jan 03
(c) 2005 The New York Times
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers
File 494:St LouisPost-Dispatch 1988-2004/Dec 30
(c) 2005 St Louis Post-Dispatch
File 498:Detroit Free Press 1987-2004/Dec 24
(c) 2004 Detroit Free Press Inc.
File 631:Boston Globe 1980-2004/Dec 31
(c) 2005 Boston Globe
File 633:Phil.Inquirer 1983-2004/Dec 31
(c) 2005 Philadelphia Newspapers Inc
File 638:Newsday/New York Newsday 1987-2005/Jan 01
(c) 2005 Newsday Inc.
File 640:San Francisco Chronicle 1988-2005/Jan 02
(c) 2005 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2004/Dec 31
(c) 2005 Scripps Howard News
File 702:Miami Herald 1983-2004/Dec 31
(c) 2005 The Miami Herald Publishing Co.
File 703:USA Today 1989-2004/Dec 30
(c) 2004 USA Today
File 704:(Portland)The Oregonian 1989-2004/Dec 31
(c) 2005 The Oregonian
File 713:Atlanta J/Const. 1989-2005/Jan 02
(c) 2005 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2004/Dec 31
(c) 2005 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2005/Jan 04
(c) 2005 Christian Science Monitor
File 725:(Cleveland)Plain Dealer Aug 1991-2005/Jan 02
(c) 2005 The Plain Dealer
File 735:St. Petersburg Times 1989- 2005/Jan 02
(c) 2005 St. Petersburg Times
File 476:Financial Times Fulltext 1982-2005/Jan 04
(c) 2005 Financial Times Ltd
File 477:Irish Times 1999-2005/Jan 03
(c) 2005 Irish Times
File 710:Times/Sun.Times(London) Jun 1988-2004/Dec 31
(c) 2005 Times Newspapers
File 711:Independent(London) Sep 1988-2004/Dec 31
(c) 2004 Newspaper Publ. PLC
File 756:Daily/Sunday Telegraph 2000-2004/Dec 30
(c) 2004 Telegraph Group
File 757:Mirror Publications/Independent Newspapers 2000-2005/Jan 01
(c) 2005
File 13:BAMP 2005/Dec W4
(c) 2005 The Gale Group
File 75:TGG Management Contents(R) 86-2004/Dec W1
(c) 2004 The Gale Group
File 990:NewsRoom Current Sep 1 -2005/Jan 03
(c) 2005 The Dialog Corporation

Set	Items	Description
S1	15797573	COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR CONSUME- R? ?
S2	11398993	ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR

ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???

S3 12605189 HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (TRANSACTION OR MULTIPLICATIVE)() (DATA OR INFORMATION OR MODEL? - ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR - PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?

S4 5758378 PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR MONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR - REDUC? OR HALF) () PRICE? ? OR MERCHANDISING

S5 14581632 PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INTENDED OR INTENTION

S6 1266433 S1(3N)S2

S7 94308 S3(10N)S6

S8 251011 S4(5N)S5

S9 286 S7(S)S8

S10 72037 S3(7N)S6

S11 179269 S4(3N)S5

~~S12 185 S10(S)S11~~

S13 62 S10(10N)S11

S14 38 S13 NOT PY>2000

S15 38 S14 NOT PD=20001116:20050228

S16 37 RD (unique items)

16/3,K/9 (Item 3 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2005 The Gale Group. All rts. reserv.

01710114 Supplier Number: 53449467 (USE FORMAT 7 FOR FULLTEXT)
The effects of framing price promotion messages on consumers' perceptions and purchase intentions. (Special Issue: Research Perspectives on Retail Pricing)

Chen, Shih-Fen S.; Monroe, Kent B.; Lou, Yung-Chien
Journal of Retailing, v74, n3, p353(2)
Fall, 1998
ISSN: 0022-4359
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 8778

... subjects' purchase intentions confirming this attitude-to-intention gap.

Implications of the Research

Coupons versus Discount Promotions

As suggested by previous research, marketers can use coupon promotions as a strategy of price discrimination because only price-sensitive buyers are willing to expend extra efforts to...

16/3,K/13 (Item 7 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2005 The Gale Group. All rts. reserv.

01444602 Supplier Number: 44805302
AUTOMATION: Grocery Makers Need Top-Shelf Info Technology
Sales & Marketing Management, v0, n0, p22
July, 1994
ISSN: 0163-7517
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

...10-15-years-old. The industry's information technology strategy should focus more on effective market analysis, demand forecasting, and promotion planning.

16/3,K/16 (Item 1 from file: 471)
DIALOG(R)File 471:New York Times Fulltext 1980-2005/Jan 03
(c) 2005 The New York Times. All rts. reserv.

02692424 NYT Sequence Number: 482811931205 (USE FORMAT 7 FOR FULLTEXT)
Consumers Respond to Promotions
New York Times, Late Edition - Final ED, COL 1, P 13
Sunday December 5 1993
DOCUMENT TYPE: Newspaper; Letter LANGUAGE: English RECORD TYPE:
Fulltext SECTION HEADING: SECT3
Word Count: 214

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...fed up" with promotions ("Those Mind-Boggling Promotions," Nov. 14). The only facts cited, a study of marketing spending patterns, suggest otherwise: promotions continue to claim larger percentages of marketing budgets.

16/3,K/24 (Item 1 from file: 13)

DIALOG(R)File 13:BAMP

(c) 2005 The Gale Group. All rts. reserv.

1099744 Supplier Number: 01708366 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Technology Applications: Merchandising And Supply Chain Are Top I/T Targets

(Top technical merchandising applications for retailers are merchandise planning, forecasting, and promotion planning)

Chain Store Retail I.T. Supplement, p 22-23

October 1998

DOCUMENT TYPE: Journal ISSN: 0193-1199 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1013

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...technology deployment is being planned by more than 40% of respondents for the following areas: **forecasting** (52%), **promotion planning** and measurement (50%), **product profitability analysis** (42%), vendor analysis (45%), and merchandise planning (42%). The three supply chain activities that are...

16/3,K/25 (Item 2 from file: 13)

DIALOG(R)File 13:BAMP

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1061919 Supplier Number: 01192346

Decision enabling in the retail information revolution

(Most retailers agree that the long-term payback they expect from data warehousing will dwarf the payback achieved to date, despite its already impressive returns)

Article Author(s): Sharma, Ravi

Canadian Manager, v 22, n 3, p 17

Fall 1997

DOCUMENT TYPE: Journal ISSN: 0045-5146 (Canada)

LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

...accessible, but more importantly, they provide businesses gains in the following areas: item-by-item **sales analysis**; vendor pricing and performance analysis; **forecasting** and management; strategically **planned promotions**; and purchase tracking. To date, retailers are already planning to develop a number of innovations...

16/3,K/26 (Item 3 from file: 13)

DIALOG(R)File 13:BAMP

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1036797 Supplier Number: 00961242 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Top Sources for Market Research Reports

(Looking for market research reports is comparatively easy using different hosts; Internet search engines not usually the best approach)

Article Author(s): Ojala, Marydee

Online User, v 3, n 2, p 14-9

March 1997

DOCUMENT TYPE: Journal; Guideline ISSN: 0276-8593 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2722

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...data for competitors.

Following those topics, market research professionals find interesting economic statistics and business **trends**, industry structure, **consumer trends** and demographics, **research** and development **trends** and expenditure, regulatory matters, sales by distribution channel, advertising and **promotional strategies** and spending, and international market size and growth potential.

As you can see, there's...

16/3,K/28 (Item 2 from file: 75)
DIALOG(R)File 75:TGG Management Contents(R)
(c) 2004 The Gale Group. All rts. reserv.

00228001 SUPPLIER NUMBER: 57786882 (USE FORMAT 7 FOR FULL TEXT)
Timing of Seasonal Sales.
Courty, Pascal; Li, Hao
The Journal of Business, 72, 4, 545
Oct, 1999
ISSN: 0021-9398 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 13542 LINE COUNT: 01071

... other factors (e.g., fashion premium) that may also affect the importance of fashion to **consumers**. Moreover, we explicitly **model** timing of **sales** with a simple **demand** structure of fashionable consumers and **discount** consumers. The **idea** of **discount** market is also crucial for our analysis of competitive timing of sales.

We have made...

16/3,K/37 (Item 11 from file: 75)
DIALOG(R)File 75:TGG Management Contents(R)
(c) 2004 The Gale Group. All rts. reserv.

00114911 SUPPLIER NUMBER: 04729680
Relating the brand use profile of coupon redeemers to brand and coupon characteristics.
Neslin, Scott A.; Clarke, Darral G.
Journal of Advertising Research, v27, n1, p23(10)
Feb-March, 1987
ISSN: 0021-8499 LANGUAGE: English RECORD TYPE: Abstract

...ABSTRACT: coupon quality to usage, and (3) brand quality to coupon usage should enable management to **plan** superior coupon **promotions** for **retail trade** items. **Previous research** is reviewed, and a field experiment is described. The field experiment compares a direct-mail...

16/AA,AN,TI/1 (Item 1 from file: 635)
DIALOG(R)File 635:(c) 2005 ProQuest Info&Learning. All rts. reserv.

50803604
Sunbeam still recovering from 'Chainsaw Al'

16/AA,AN,TI/2 (Item 2 from file: 635)
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99-20282
Gottschalks sees another year of gains Company expects to beat last year's figures, despite suffering a blow from weather.

16/AA,AN,TI/3 (Item 3 from file: 635)
DIALOG(R)File 635:(c) 2005 ProQuest Info&Learning. All rts. reserv.

96-68251
K&V Information Systems ships SALESmanager 4.0

16/AA,AN,TI/4 (Item 4 from file: 635)
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95-20088
ASU grad students offer consulting

16/AA,AN,TI/5 (Item 5 from file: 635)
DIALOG(R)File 635:(c) 2005 ProQuest Info&Learning. All rts. reserv.

94-42112
Strategic Mapping redefines lifestyle segmentation with introduction of new system

16/AA,AN,TI/6 (Item 6 from file: 635)
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89-35954
Ben Franklin Spruces Up Image for Possible Buyout

16/AA,AN,TI/7 (Item 1 from file: 570)
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01743548 Supplier Number: 54338763
NCR Corp.

16/AA,AN,TI/8 (Item 2 from file: 570)
DIALOG(R)File 570:(c) 2005 The Gale Group. All rts. reserv.

01714654 Supplier Number: 53889317
Rethinking convenience: making it efficient for the consumer to shop emphasizes merchandising.

16/AA,AN,TI/9 (Item 3 from file: 570)
DIALOG(R)File 570:(c) 2005 The Gale Group. All rts. reserv.

01710114 Supplier Number: 53449467
The effects of framing price promotion messages on consumers' perceptions and purchase intentions. (Special Issue: Research Perspectives on Retail

Pricing)

16/AA,AN,TI/10 (Item 4 from file: 570)
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01707174 Supplier Number: 53386044
Cornering the Online Market.

16/AA,AN,TI/11 (Item 5 from file: 570)
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01588112 Supplier Number: 46935353
Spotlight On Children's Research: Understanding Youth And Children's Market
Research

16/AA,AN,TI/12 (Item 6 from file: 570)
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01520578 Supplier Number: 45946757
Cool Yule Seen for Home Goods

16/AA,AN,TI/13 (Item 7 from file: 570)
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01444602 Supplier Number: 44805302
AUTOMATION: Grocery Makers Need Top-Shelf Info Technology

16/AA,AN,TI/14 (Item 8 from file: 570)
DIALOG(R)File 570:(c) 2005 The Gale Group. All rts. reserv.
01441549 Supplier Number: 44771388
Cyber Trust: Will It Work?

16/AA,AN,TI/15 (Item 9 from file: 570)
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01147762 Supplier Number: 41655632
Sharpshooting Marketeer: Targeting dealer markets via computer makes the
shotgun approach old hat

16/AA,AN,TI/16 (Item 1 from file: 471)
DIALOG(R)File 471:(c) 2005 The New York Times. All rts. reserv.
02692424 NYT Sequence Number: 482811931205
Consumers Respond to Promotions

16/AA,AN,TI/17 (Item 1 from file: 492)
DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.
08019116
ASU GRAD STUDENTS OFFER CONSULTING MASTER'S DEGREE HOPEFULS SEEK EXPERIENCE
SERVING MOSTLY SMALL FIRMS

16/AA,AN,TI/18 (Item 1 from file: 631)
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05071138

SHOPPING SEASON OFF TO A STRONG START

16/AA,AN,TI/19 (Item 1 from file: 633)
DIALOG(R)File 633:(c) 2005 Philadelphia Newspapers Inc. All rts. reserv.

06790154

LIFE AFTER MAC CARDS: HERE COME 'SMART CARDS' IT'S PLASTIC 'CASH.' USERS
PAY TO ADD VALUE TO THE CARD.

16/AA,AN,TI/20 (Item 1 from file: 640)
DIALOG(R)File 640:(c) 2005 Chronicle Publ. Co. All rts. reserv.

07106096

WELLS FARGO OFFERS HOME BUYING TWIST NEW CREDIT CARD HELPS PAY CLOSING
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06095496

HOW PINEAPPLE, CUT-FLOWER INDUSTRIES CAME UP SHORT

16/AA,AN,TI/22 (Item 2 from file: 702)
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02082330

REAL ESTATE FIRM TO BUILD OFFICES IN DEERFIELD

16/AA,AN,TI/23 (Item 1 from file: 476)
DIALOG(R)File 476:(c) 2005 Financial Times Ltd. All rts. reserv.

B05KOAYADHFT

United Biscuits Reorganises / Food company announces new management
structure

16/AA,AN,TI/24 (Item 1 from file: 13)
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1099744 Supplier Number: 01708366

Technology Applications: Merchandising And Supply Chain Are Top I/T Targets

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1061919 Supplier Number: 01192346

Decision enabling in the retail information revolution

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1036797 Supplier Number: 00961242

Top Sources for Market Research Reports

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00243173 SUPPLIER NUMBER: 65022063
Bank Marketing Course Available for Students to Take Online. (Brief Article)

16/AA,AN,TI/28 (Item 2 from file: 75)
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.
00228001 SUPPLIER NUMBER: 57786882
Timing of Seasonal Sales.

16/AA,AN,TI/29 (Item 3 from file: 75)
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.
00217101 SUPPLIER NUMBER: 21046797
An international review of sponsorship research.

16/AA,AN,TI/30 (Item 4 from file: 75)
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.
00192734 SUPPLIER NUMBER: 18660732
Internal customers and internal suppliers. (includes appendix)

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00176392 SUPPLIER NUMBER: 15639313
The prisoners's dilemma and the role of information in setting advertising budgets.

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00172595 SUPPLIER NUMBER: 15312587
Inductive inference and replications: a Bayesian perspective.

16/AA,AN,TI/33 (Item 7 from file: 75)
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00145096 SUPPLIER NUMBER: 11041400
Software directory update. (directory)

16/AA,AN,TI/34 (Item 8 from file: 75)
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00131161 SUPPLIER NUMBER: 07173934
Many agree research terms differ, few agree on how. (Marketing News survey) (column)

16/AA,AN,TI/35 (Item 9 from file: 75)
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00131151 SUPPLIER NUMBER: 07585569
1989 Marketing News directory of software for marketing.

16/AA,AN,TI/36 (Item 10 from file: 75)
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00128961 SUPPLIER NUMBER: 07189780
Developing leaders for the global enterprise.

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Relating the brand use profile of coupon redeemers to brand and coupon
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TI Marginal utility **analysis** for **promotion**
planning on **consumer** packaged goods.
AU Robinson, J.O.
CS Lever Bros Co, New York, NY 10022.
SO Abstracts (Eng) in "TIMS/ORSA Bulletin," Feb 78, \$5: P.A. Demetriou,
Celanese Corp., 522 Fifth Ave., New York, NY 10022..
Meeting Info.: Joint National TIMS/ORSA Meeting (782 1047). New York, New
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 Lee G. Cooper; Penny Baron; Wayne Levy; Michael Swisher; Paris Gogos
Marketing Science, Vol. 18, No. 3, Special Issue on Managerial Decision Making. (1999), pp. 301-316.
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2. **28th Annual Conference of the O. R. Society. Abstracts. University of Kent at Canterbury, 9-12 September 1986**
 Val Belton
The Journal of the Operational Research Society, Vol. 37, No. 12. (Dec., 1986), pp. 1139-1195.
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3. **Commercial Use of UPC Scanner Data: Industry and Academic Perspectives**
 Randolph E. Bucklin; Sunil Gupta
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4. **Slotting Allowances and New Product Introductions**
 Martin A. Lariviere; V. Padmanabhan
Marketing Science, Vol. 16, No. 2. (1997), pp. 112-128.
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5. **State Government Promotion of Manufacturing Exports: A Gap Analysis**
 Masaaki Kotabe; Michael R. Czinkota
Journal of International Business Studies, Vol. 23, No. 4. (4th Qtr., 1992), pp. 637-658.

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6. **27th Annual Conference of the O.R. Society. Abstracts. University of Durham, 10-13 September 1985**
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The Journal of the Operational Research Society, Vol. 36, No. 12. (Dec., 1985), pp. 1133-1187.
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7. **A Hybrid Decomposition Method for Integrating Coal Supply and Demand Models**
 Jeremy F. Shapiro; David E. White
Operations Research, Vol. 30, No. 5. (Sep. - Oct., 1982), pp. 887-906.
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<http://links.jstor.org/sici?sici=0030-364X%28198209%2F10%2930%3A5%3C887%3A2>
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8. **Operational Research Society Conference. Abstracts. University of Sussex, 8-11 September 1981**
The Journal of the Operational Research Society, Vol. 32, No. 12. (Dec., 1981), pp. 1077-1141.
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9. **News: A Decision-Oriented Model for New Product Analysis and Forecasting**
 Lewis G. Pringle; R. Dale Wilson; Edward I. Brody
Marketing Science, Vol. 1, No. 1. (Winter, 1982), pp. 1-29.
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<http://links.jstor.org/sici?sici=0732-2399%28198224%291%3A1%3C1%3ANADM>
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10. **A Choice-Based Approach to the Diffusion of a Service: Forecasting Fax Penetration by Market Segments**
 S. Weerahandi; S. R. Dalal
Marketing Science, Vol. 11, No. 1. (Winter, 1992), pp. 39-53.
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<http://links.jstor.org/sici?sici=0732-2399%28199224%2911%3A1%3C39%3AACA>
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11. **Consumer Product Export Opportunities to Liberalizing LDCs a Life-Cycle Approach**
 Kate Gillespie; Dana Alden
Journal of International Business Studies, Vol. 20, No. 1. (Spring, 1989), pp. 93-112.
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12. **Price-Induced Patterns of Competition**
 Robert C. Blattberg; Kenneth J. Wisniewski
Marketing Science, Vol. 8, No. 4. (Autumn, 1989), pp. 291-309.
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13. **The Challenges of Scanner Data (in Survey Paper)**
 Steve Baron; Andrew Lock
The Journal of the Operational Research Society, Vol. 46, No. 1. (Jan.,

- 1995), pp. 50-61.
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14. **Order of Entry as a Moderator of the Effect of the Marketing Mix on Market Share**
 Douglas Bowman; Hubert Gatignon
Marketing Science, Vol. 15, No. 3. (1996), pp. 222-242.
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15. **Salesforce Compensation Plans: An Agency Theoretic Perspective**
 Amiya K. Basu; Rajiv Lal; V. Srinivasan; Richard Staelin
Marketing Science, Vol. 4, No. 4. (Autumn, 1985), pp. 267-291.
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<http://links.jstor.org/sici?sici=0732-2399%28198523%294%3A4%3C267%3ASCPA>
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16. **A Simulation Comparison of Methods for New Product Location**
 D. Sudharshan; Jerrold H. May; Allan D. Shocker
Marketing Science, Vol. 6, No. 2. (Spring, 1987), pp. 182-201.
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17. **Decision Support Planning and Analysis: The Problems of Getting Large-Scale DSS Started (in Theory and Research)**
 C. Lawrence Meador; Martin J. Guyote; William L. Rosenfeld
MIS Quarterly, Vol. 10, No. 2. (Jun., 1986), pp. 159-177.
 Stable URL:
<http://links.jstor.org/sici?sici=0276-7783%28198606%2910%3A2%3C159%3ADSP>
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18. **Computer Assisted Planning (CAP) at Dinero International Bancorporation (in Application)**
 James R. Doyle; Jack D. Becker
MIS Quarterly, Vol. 7, No. 3. (Sep., 1983), pp. 33-46.
 Stable URL:
<http://links.jstor.org/sici?sici=0276-7783%28198309%297%3A3%3C33%3ACAP%>
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19. **Modelling Advertising Budgeting and Allocation Decisions Using Modified Multinomial Logit Market Share Models (in Theoretical Papers)**
 H. I. Mesak; T. L. Means
The Journal of the Operational Research Society, Vol. 49, No. 12. (Dec., 1998), pp. 1260-1269.
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